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Danish EU Presidency

Views from
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Cloud Computing

Strategies for
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International Security

Geographical and
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Environment

Innovation, Efficiency,
Economy



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Danish EU Presidency and the Environment

By Sir Graham Watson, MEP, Editor, Government Gazette

The first half of this year promises to be a real window of opportunity for the European Union's green-minded policy makers who want to see the EU take bolder action on climate change and the environment.

The Danish presidency has pledged to make greening Europe one of its top priorities, and together with the boost the European Commission got from its success in Durban last December, 2012 could rival 2008 in terms ambitious European action on climate.

The 'Great Danes' are not ones to shy away from big ideas. The new Danish government has published a plan for 100% of Denmark's total energy supply - so not just electricity, but transport, industry and heating too - to be from renewable sources by 2050.

They also want to make the presidency do business in a more environmentally friendly way. They are going to serve tap water instead of bottled mineral water in meetings, use public transport and joint bus transportation as much as they can, stay in environmentally certified hotels and serve low-carbon food.

Denmark is keen to promote resource efficiency in all policy areas. They want agreement on the draft energy efficiency directive within their term in office, improved recycling rates, reduced water usage and to prevent food and agricultural waste. They have also stated that they want to tighten up on air pollution and the regulation of harmful chemicals.

But the transition to a low-carbon society is not just about greenie planet-saving. With the impending recession and rising unemployment, it's also an economic imperative. The fact is that energy-efficient and zero carbon technology is going to have to be the way forward, and if we don't build it then the Chinese will.

The Danes understand this. Martin Lidegaard, the Danish climate and energy minister, said recently that "every euro spent on energy efficiency will go to ensuring European jobs. Every euro spent on oil imports will go out of Europe". And it couldn't have been made more clear to them when just last month Danish wind



giant Vestas, the biggest wind turbine manufacturer in the world, announced it would cut over 2000 jobs to become more competitive with Chinese manufacturers. Some even speculated these jobs would go to China.

There is particular reason to hope for an all-important boost to Europe's renewable energy capacity and an updating of its grid infrastructure.

The presidency has said it wants to push the expansion of European energy infrastructure in order to better integrate renewables and secure investment for clean energy.

If we can use EU money to leverage private investment and build an array of long-distance high voltage electricity cables - 'electricity highways' as the European Commission likes to call them - then we can link up remote renewable sources of

electricity across Europe into a stable supply of energy for all. We can link the wind power in Northern Europe to solar power from Spain, and biomass from Eastern Europe to the hydro in Norway and the Alps.

When the wind stops blowing in Scotland, chances are the sun is shining in Sicily. When the skies cloud over in Greece, the biomass incinerators in Poland, or the dams in Austria, can be fired up.

And if we link up the European grid to solar power from the Sahara, the sky is the limit. In just six hours, the world's deserts receive enough energy from the sun to power the global population for a year. If even a tiny fraction of this energy could be harnessed, an area of the Saharan desert the size of a small country like Wales could, in theory, power the whole of Europe.

Here presents a real opportunity for the EU to demonstrate its worth to European citizens and let's face it -- the European project is not in the best place at the moment. In energy policy, the EU can create green jobs, save money on expensive and insecure fossil fuel imports and help to create a sustainable low-carbon economy all in one go.

I hope that this can be reflected in the conclusions on energy expected at the European Council meeting in March.

Denmark will end its presidency with the Rio +20 conference on sustainable development, the green economy and poverty eradication. This will be another chance for the EU to shine by acting as one, like it did at the climate negotiations in Durban. Let us grab these opportunities to enact lasting change and make Europe once and for all a leader in the low-carbon revolution.

GOVERNMENT GAZETTE



DANISH EU PRESIDENCY



EcoSort – finding the harmful substances using a novel sensor

FORCE Technology has, with the support of the European Agency for Innovation and Competitiveness (EACI) under their Eco-Innovation programme, developed two new sensors to identify certain harmful substances in waste for recycling, thereby potentially increasing the value of the recycled waste; generating both economical and environmental benefits. The problems needing solutions are: Too much chlorine in solid waste for combustion and the presence of cadmium, in NiCd batteries for recycling.

Too much chlorine in combustion processes is detrimental to both the environment as a whole and more specifically to the facilities performing the combustion. Cadmium is a toxic heavy metal, which is harmful in itself when released into the environment and also has a negative effect on the value of recycled batteries.

Sensor based sorting offers the possibility of removing the majority of these harmful substances from the respective recycling processes and FORCE Technology now has the sensors to perform this sorting.

The sensors employ the so-called PGNA technique, short for **P**rompt **G**amma **N**eutron **A**ctivation **A**alysis. The method uses a radioactive source to elicit responses from the chlorine and cadmium that are characteristic for the substances; a fingerprint of sorts. Thus the sensors are able to detect the presence chlorine and cadmium, which in turn enables their removal from the otherwise valuable recycled streams.

Though using a radioactive source, the sensors pose no health risks to either the public or the operators at waste handling facilities, as they are properly encapsulated and shielded, protected from accidents, theft and such. FORCE Technology here draws on more than forty years of experience in successfully designing, constructing, selling and deploying devices employing radioactive sources.

Although the sensors have been developed for detection of chlorine and cadmium, the method can be used in many other applications, both in the waste handling industry and beyond. Detecting copper in metal scrap is one possible application among others.

At present a demonstration device for sorting NiCd-battery packs from power tools, laptops and such with full scale industrial capacity is installed at FORCE Technology near Copenhagen. A working device for sorting solid waste for combustion is being installed at our project partner nomi i/s in Holstebro, Denmark.

The facility near Copenhagen is open for demonstrations for interested parties; including those who might be looking for other substances beside cadmium. Please see contact details below.

Finally FORCE Technology wishes to acknowledge the support of the EACI in the development of the sensors.

FORCE Technology, the Department of Sensor Innovation has a long history developing measurement instruments for the industry and is particularly strong in the field of nuclear measurements as well as X-ray and ultra sonic measurements.



For further details regarding the project and the sensors please visit: www.elementsort.eu, or contact: Niels Hald Pedersen at nhp@force.dk or telephone: (+45) 43 26 75 14

Further information regarding the activities of FORCE Technology see: www.forcetechnology.com. Some activities of the Department of Sensor Innovation can be seen at: www.x-scan.dk and www.p-scan.com.

Significant water waste in the EU is a fact

Water is seeping out of leaking water pipe systems in the cities of Europe. In alarming amounts. In some of the old cities, as much as half of domestic water is wasted. It does not have to be like that, however.

Every morning, from Helsinki to Naples, Europeans take a bath, brush their teeth and make coffee. In many of the big cities, water consumption in the morning is 55 percent higher than the average of the rest of the day. Nevertheless, when Europeans have turned off the water and left for work, the pressure in the pipes is still at a maximum and this wears and tears and causes leaks.

The European Commission some time ago published a report according to which the old pipes in the underground of the EU lose an average of 30 percent. In some instances even up to 80 percent.

Carsten Bjerg, Grundfos Group President, said:

"The EU has been good at focusing on energy waste. Now it is time to focus on unnecessary water waste. There have to be changes. Now."



Water is a scarce resource

To avoid water waste, Grundfos developed a system reducing the pressure on the underground water pipes whereas still pumping water to the consumers when required. When no water is required, the pumps stop. The system is called DDD, Demand Driven Distribution.

"The system can solve a large number of the water supply problems Europe will face in the future but it is not enough. Political action is also required and so we have to regard water as a scarce resource which we must protect", said Mr Bjerg.

Less loss of water, more water

According to a calculation made by the World Bank, 45 million cubic metres of water a year is wasted in the world due to leaking water pipes. This would be enough for covering the water consumption of 200 million people a year. Water that could be used, reused and transported more efficiently. As Europeans have become more efficient in using energy, for instance by using energy-saving bulbs. This requires solutions here and now.

"We know that we are facing big global challenges. According to a calculation by the UN, two thirds of the world population will be hit by lack of water by 2025 if the climate changes and people continue as they have done so far. Water efficiency can change this forecast and make the EU a pioneer for the rest of the world", said Mr Bjerg.



WAVESTAR

Long ago Denmark positioned itself as a green nation. We are among the leaders in a range of renewable technologies with wind turbines as the flagship. Now we are moving forward in the exploitation of the enormous forces of the sea.

Even when they were children, the two sailor brothers, Niels and Keld Hansen, wondered how the great forces of ocean waves could be converted into energy. Many years later, in 2000, the final idea arose and in 2003 Wave Star A/S was established. The inventor brothers are still involved, and three other brothers – namely the Clausen family from Danfoss - are the owners standing behind the company.

After 6 years of intensive development and testing of several small-scale machines, a prototype of a commercial 500 kW wave energy machine was installed in the North Sea of Denmark in September 2009. The 40 m long impressive prototype – with two floats of 5 m in diameter – is located 300 m off Hanstholm in the North Sea at a water depth of 7 m and produces electricity to the grid.

The prototype is a shortened version of the complete 500 kW machine, which will be 70 m long with 10 floats on each side. The full-size 500 kW Wavestar machine will be installed in 2013/14.

With the operating 500 kW prototype, Wavestar has stated its position among the leading wave energy developers in the world.

For two years the 500 kW wave energy prototype at Hanstholm has withstood the challenges in all weather conditions with up to 10 m high waves, and has continuously delivered production data to Energinet.dk, which is responsible for supplying Denmark with electricity. Energinet.dk is amazed at the data, since the wave energy harvesting of the plant exceeds all expectations and describes it with the words "wave power with world-class results!"

The Wavestar machine has an aesthetic design and aims to be as neutral in the sea environment as possible. Research has shown that new animal and plant life develop on the seabed beneath the machines.

Right now, alternative energy sources usually exist separately. Wavestar wants everyone to work closer together to realize the dream of unlimited clean energy. We wish to see wave power plants incorporated in all future wind farms off the coast in countries facing the big oceans.

Wave energy production is more predictable than wind energy production because waves come and go slowly and can be forecast 24 hours ahead. The Wavestar machine could also be installed together with a wind turbine, which would further increase its efficiency and reduce set-up costs. Wavestar understands that we need many renewable energy solutions, not just one, so it makes sense to harness the power of waves.

Environmental and climate issues, as well as uncertainty about the energy supply, demand that we diversify our energy supply to multiple renewable sources. We are making an effort to make wave energy one of tomorrow's energy sources.

Contact
Wave Star A/S
Park Allé 350A
DK-2605 Brøndby
tel +45 4040 4696

View live data from the wave power machine www.wavestarenergy.com

Link to us and spread the word
facebook.com/wavestarenergy



Ribe



We welcome the EU Ambassadors to

Ribe - the oldest town in Denmark

Visitors from near and far are fascinated by Ribe's quaint, charming ambience and the town's 1300 year-old history. In Ribe, the medieval past sets the stage for a modern present joined, seamlessly, into a vibrant town with a long list of exciting year-round activities to delight the young and the young-at-heart. Denmark's oldest town is steeped in history and art with shops and restaurants adding to an exceptional atmosphere.

Ribe is only a hop, skip and a jump from the Wadden Sea National Park where land and sea provide daily entertainment in the form of unparalleled nature phenomena. The Wadden Sea National Park can be experienced while hiking, bicycling or

driving, and what about a trip to Mandø Island in a tractor-bus riding across the bottom of the sea? Nature is up close everywhere, in and around Ribe.

Should you want a little change of pace during your holiday, it is good to know that some of Southwest Jutland's whitest, sandiest beaches are less than an hour away. From Ribe, you can reach Legoland in a short, one hour drive and towards the north, lies Southwest Jutland's biggest town Esbjerg. Esbjerg is Denmark's Energy Metropolis and also offers great shopping-possibilities.

Henrik Vej Kastrupsen - Director of Tourism



VisitRibe



www.visitribe.dk

A Europe at Work

By Helle Thorning-Schmidt, Prime Minister of Denmark

Nobody can deny that Europe is facing major challenges. Our overriding task is to get out of the financial and economic crisis and create the foundation for future growth and employment. At the same time, Europe must deal with new cross-border issues in relation to energy, environment and safety. In other words, what we need is a Europe prepared for tomorrow.

In drafting the priorities for the Danish Presidency of the Council of the EU, we have identified four key objectives: We need a more financially and economically responsible Europe, a dynamic Europe tuned for stronger growth, a greener Europe prepared for the future, and a safer Europe for our citizens. In this article, I want to use the opportunity to explain what these priorities mean – and in particular – how they can benefit the citizens and companies of the European Union.

Firstly, our Presidency will work to ensure a responsible European economy. In order to increase growth and create jobs it is of utmost importance to restore the market's trust in Europe.

Through the framework of the European Semester, the Presidency will support the efforts of Member States in implementing the necessary structural reforms and restoring the public finances. In this regard, the Commission's proposal on a so called "2-pack", which aims to strengthen budgetary discipline and financial supervision, is highly important. Without a strengthened European economy, investment appetite will remain low, growth will diminish, and further jobs will be lost. We cannot allow this vicious circle to continue any longer. We must make sure that 2012 becomes the year where the crisis turns around.

Secondly, we need a more dynamic Europe with a modernised Single Market. Since its introduction 20 years ago, the Single Market has proven to be one of the EU's greatest successes.

It has delivered wealth and prosperity to millions of Europeans, but it has yet to



Photo: Agnete Schlichtkrull

reach its full potential. To restore growth in Europe, we must rely on even better opportunities for businesses and citizens. In this regard, we will push forward the negotiations on the Single Market Act and promote in particular those initiatives that are growth enhancing. For instance, during our Presidency we will work for agreements on the standardisation package and on the unified patent, and we will push for SME's to achieve easier access to finance. Further, we must bring the Market into the digital age. A successful conclusion of the Roaming III regulation will enable consumers to benefit from lower prices on cell phone usage, and a revision of the e-Signature directive will ease the online identification of citizens across Europe. We must also ensure that the next Multiannual Financial Framework is targeted towards the goals of the EU2020 strategy, and modernise the way EU spends its funds.

Thirdly, we have before us a unique opportunity to secure a green Europe. The EU has developed an ambitious policy on climate and energy, and has taken the lead on the global stage.

We must maintain our position through new initiatives in areas such as energy efficiency and renewable energy. In combination, the proposal for an energy efficiency directive and a revision of the energy taxation directive could ensure the proper incentives for businesses and consumers to transform Europe into a true green growth economy. The Danish Presidency will push forward the negotiations on these crucial matters as much as possible. If we lay the right tracks today, we will have ensured the sustainability of Europe's economy – not only in terms of green growth and jobs for our citizens, but also in terms of a clean environment for their children.

Finally, we wish to promote a safe Europe. In a globalised world with new actors emerging, a joint European effort is needed to ensure the safety and freedoms of our citizens.

We must manage our borders smarter, and work for a compromise that establishes a well functioning European asylum system that treats asylum seekers effectively while maintaining high standards of decency. The Presidency will also work for an agreement on the European Protection Order, which will ease police investigation and evidence gathering in cases of cross-border crime. Further, through the Commission's proposals we must strengthen cooperation in the Schengen Area, and make it capable to withstand pressure on our external borders. Every European citizen has a right to feel safe and to exercise their freedom of movement. As European lawmakers, we have a duty to respect those rights.

These are the priorities for the Danish Presidency which we will pursue in the coming months. But we are very mindful that we cannot deliver alone. We will work tirelessly to ensure the right compromises, and in this course we will be knocking on the doors of the European Parliament, the Member States, and the Commission. I hope and trust that you will allow us to enter. All of the institutions of the EU must be willing to find the right solutions. We owe it to the citizens to deliver concrete results, and we owe it to ourselves to show that Europe still works together.



Looking for a Danish project partner in Regional Development? Need to share experience in a cross border context?

Development Council of South Jutland (URS) is a private-public partnership association facilitating a dynamic development in the southern part of Denmark on the border to Northern Germany. The URS council consists of 26 members being CEO's, mayors, and other top leaders from the private and public sectors.

URS has a long-lasting experience in cross-border collaboration, especially with colleagues in the Northern Germany area. This experience comprises matchmaking, cluster and project development, and joint work to improve framework conditions for business development.

Be inspired by some of our on-going cross border based projects supported by the EU Interreg 4A programme.



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Contact Project Manager
Tina Hansen Petersen,
thp@soenderjylland.dk



Future Renewable Energy

- Regional Foresight/Energy Map
- Cluster and project Development

Read more www.furgy.eu
Contact Project Manager
Leo Petersen,
lp@soenderjylland.dk

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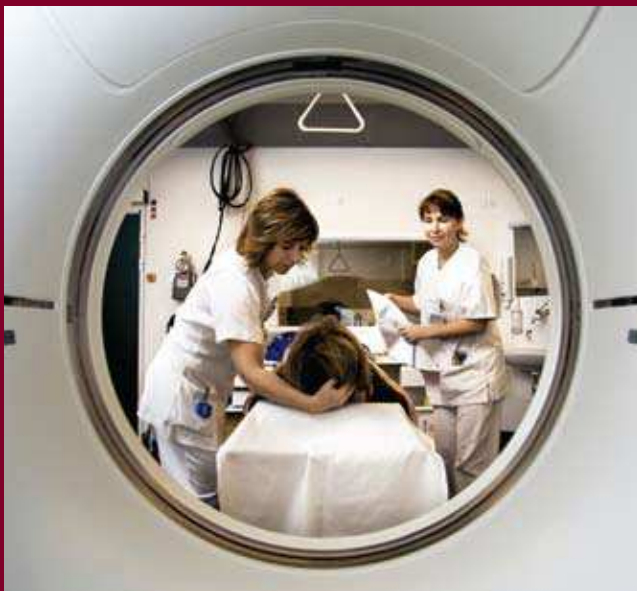
NORTH DENMARK REGION

Regional Collaboration is the Key to Solving Global Challenges

The North Denmark region faces the same fundamental challenges as other regions and countries in the European Union. An aging population and depopulation in the rural areas, a decreasing workforce and a loss of private sector jobs due to globalisation all represent major threats to continued development and growth.

However, the region's location at the northernmost point of Denmark as a gateway between Scandinavia and mainland Europe also constitutes a large potential. Add to this a wide range of specialised companies, strong research and educational institutions and a highly qualified workforce, North Denmark has the potential to strengthen its future position as an attractive region for business development.

The key to taking advantage of North Denmark's potential lies in regional collaboration. Based on a fundamental understanding that the challenges caused by globalisation and demographical changes can only be solved through combined efforts, North Denmark already has a strong tradition of mutual planning, strategy-making and durable partnerships between the regional government, the region's municipalities, its educational institutions and private companies.



Bright ideas lead to cutting edge technology

The field of health technology is an area with strong ties between public and private partners. There is a close cooperation between the region's public hospitals and private companies. Among other initiatives, the Ideas' Clinic have been established at several hospitals in the region to strengthen employee and user driven innovation in the development of new health products and services. By connecting the hospitals' research activities to potential industrial partners, the Ideas' Clinic helps commercialise ideas in cooperation with private companies from all around the world.

Furthermore, the North Denmark Regional Authority has recently established a one-stop-shop to provide companies easy access to large-scale testing environments and participation in innovation projects within health technology, in particular invited to take part in the development of new innovative technologies etc. in connection with the construction of a new hospital in Aalborg, the capital of the region.

Wind and skills combined is a powerful resource

Wind power and sustainable energy is another area in which partners from all over North Denmark – and from all levels – have united their efforts to generate continued development and growth. At the centre of this venture stands the Hub North business network. With the support of partners like the regional Growth Forum and Aalborg University, the Hub North network represent companies which are active within the windmill industry – either directly or as subcontractors to larger manufacturers.

North Denmark is strongly positioned as one of Denmark's and Northern Europe's leading centres for the wind turbine industry. The region has more than 80 companies working within the industry, the world's largest blade factory, a test centre and plenty of space.

Add to this the resources of the Aalborg University with its market-leading expertise in energy engineering and strong traditions in applied research and you have a true centre of power within wind and sustainable energy.

In North Denmark networking and collaboration at all levels are fundamental elements in the vision of developing a strong region which is attractive to companies and families alike – a region with an ambition and strong desire to play its part in international cooperation and in the future development of the European Union.



The Danish Construction Association strives for growth

The Danish Construction Association is a trade and employers' organisation for approximately 6.000 companies, comprising about 70.000 employees. Areas of expertise cover concrete industry, manufacturers of building components and contractors doing highly specialised work - from large infrastructure and turnkey projects, through all kinds of buildings and housing to trade contracts such as bricklaying, carpentry, roofing, or flooring.

We believe in the Single Market - all we ask for is a level playing field

The Danish Construction Association supports free movement of goods and services, capital and labour. The Internal Market should be our home market. Danish construction companies need to be able to attract, hire, retain and cooperate with the best qualified and most attractive labour force. It should also be easy to import and export goods and make sure that the products' CE marking is correct. Manufacturers of goods and structural components need to have the same conditions for access to their home market as foreign manufacturers.

These are prerequisites for improving companies' productivity and competitiveness, to economic growth and to new jobs.

The Danish Construction Association aims at the best possible framework for companies to thrive in the Single Market. Our efforts are directed at:

- equal access to markets within the European Internal Market
- removal of administrative burdens
- easy access to information on rules and regulations regarding cross border trade of goods and services
- transparency of obligations that providers of cross-border services have as companies and employers
- mutual recognition of professional qualifications
- easier access to finance
- high quality of products, buildings and infrastructure as means of making the European welfare more sustainable

Mobility offers flexibility to react to market development and it makes the home market bigger. It is also an inevitable path to innovation. Therefore we welcome the European Commission's efforts to secure a better Internal Market.

We believe that tackling energy and climate challenges is a necessity – not an option

The Danish Construction Association supports ambitious targets for renewable energy and energy efficiency. We need to take action in order to reduce the emission of greenhouse-gasses, strengthen competitiveness and secure energy supplies. It is of key importance to adopt an ambitious energy efficiency directive, with binding obligations and energy saving targets for the Members States. Not only in the public sector, also in our households and the industry. The Danish construction companies are ready to meet the challenge and take part in the transformation of the way we use our energy.

Still huge potential within the Single Market

Services account for over 70% of economic activity in the European Union, and a similar (and rising) proportion of overall employment. Cross-border services account for only 5% of the EU's GDP, compared with 17% for manufactured goods traded within the single market. Cross-border procurement accounted for only around 1.5% of all public contracts awarded in 2009 – European Commission



Denmark's EU Presidency

By Nicolai Wammen, Minister for European Affairs, Danish Ministry of Foreign Affairs

On the first of January, Denmark assumed the Presidency of the Council of the European Union. It is our seventh presidency, since we joined the European Economic Community in 1973. In contrast to last time, however, when Denmark had the EU Presidency in 2002, there will not be one big, overarching priority like the EU enlargement was back then. The Danish Presidency this year will focus on several issues of various scope and importance within a long list of policy areas. An outline of these issues has already been published in the shape of a trio-presidency programme that has been agreed between the previous Polish presidency, Denmark and the subsequent Cypriot presidency. It covers an 18 months period and allows the rotating presidencies to ensure more coherence and continuity in handling the EU agenda. In addition to the trio-programme, the Danish Government also published its own presidency programme in December, which sets out in a more detailed manner what we want to achieve and how we aim to do it. This program is our own "to do"-list so to speak, against which we will measure our success as presidency.

So what do we want to achieve?

Modernization of the Single Market will be one of our key objectives. The Danish EU Presidency will pursue an agreement among the 27 Member States on modernizing the Single Market, while we celebrate its 20 years of success. The Commission has proposed a package of 12 initiatives aimed at creating a better business environment in Europe that will promote innovation and reduce red tape. We need to bring the Single Market firmly into the digital age, and to this end we hope to get agreement on an efficient and user-friendly EU Patent System as well as a legally binding directive concerning consumer rights. We must not forget that a well-functioning internal market is a precondition for a stable euro-system and economic growth in our countries.

As another important objective, we will work hard to strengthen Europe's leadership in shaping a green agenda at the global level. The Danish Government wants the EU to do more in order to help European companies to remain at the cutting edge internationally, when it comes to developing green technologies and promoting energy



efficiency. We need green transport policies in Europe, and we need drastically to increase our energy efficiency towards 2020 through the expanded application of renewable energy sources and reductions in our CO₂-emissions. Furthermore, funding for research and development in the energy sector must be increased.

As a third major objective, we want to get tangible progress towards a deal on the future budget of the EU. The next multiannual financial framework for the EU will cover a seven year period starting from 2013, and it will be up to the Danish presidency to ensure that sufficient groundwork is made during the first six months of 2012 for a deal to be clinched in the second half of the year. By their nature, budget negotiations in the EU are never easy. This time around, however, with European economies struggling to get back on a growth track, we must obtain meaningful reform in key areas like the common agricultural policy and cohesion policy. Needless to say, the Danish Presidency will do everything in its power to pave the way for an EU budget that points to the future. A budget for the future means that we channel more money to areas that can help drive economic growth and create new jobs in Europe. Areas like research, green technologies, energy efficiency and education. Growth and jobs is a matter of urgency for Europe right now, and the Danish Presidency will treat it accordingly.

These two key areas that I have mentioned – an EU budget for the future and modernization of the Single Market – are both aimed at reinvigorating economic

growth in Europe. This is essential for Europe's future and even more so, because the competition we face globally today from countries like China, India and Brazil is intensifying. In this context, and with a view to strengthening the EU's role on the global stage more generally, the Danish presidency will pursue a close co-operation with the President of the European Council, Herman Van Rompuy, and the High Representative, Catherine Ashton. It has been a long-standing Danish priority to help the EU become a more resourceful and effective partner, when solutions to global challenges like climate change and international terrorism are being crafted. We intend to use our presidency to further this aim and to be a result oriented honest broker that professionally brings the different dossiers as much forward as possible.

But conducting a successful EU presidency is not only about achieving the political results needed for Europe to prosper in a new world order. It is also about much more practical and low-key issues like logistics, communication and ensuring co-ordination between various ministries in Copenhagen and between Copenhagen and the diplomatic machinery working in Brussels, including European Parliament, The Council and the Commission. We expect as EU presidency to convene more than 1000 EU-meetings at different levels, and we plan to organize a number of informal ministerial meetings in Denmark. Furthermore, a total of 15.000 EU-delegates and journalists are expected to visit Denmark. Thus, an EU presidency holds tremendous potential with regard to raising the international profile of Denmark not just politically and economically, but also culturally and as a tourism destination.

Finally, we also know that chairing the European Union for six months is not only about hard work and good planning. It is also about being able to improvise and respond swiftly to unforeseen events that might high-jack the international agenda. To the extent possible, we have made contingency planning, and we will be able to respond quickly, if a sudden crisis appears on the radar screen. Being a small Member State with short lines of communication, I am confident that Denmark again will manage to deliver a successful presidency.



Design City Kolding *the neighbourhood of the future*

Sustainability, cross-cooperation and innovation through design. That is the foundation for the creation of a new neighbourhood in Kolding, which lies in southern Denmark.

Denmark is internationally renowned for its design products. A private investor is creating a special neighbourhood in which design in a wider perspective is a focal point: Design City Kolding.

Innovation through design, sustainability and new forms of cooperation are what connect traditional ideas and business to make the project unique. In Design City Kolding, the future of business and the business of the future are created. It will be an exciting neighbourhood in which it is interesting to work, to live and to be.

The new neighbourhood lies in the heart of Kolding and connects the town, nature, and an exciting educational environment, with 6,000 students. The new projects will be neighbours to the country's first low-energy university, which will be ready in 2013. Kolding School of Design and IBC are already neighbours. Here you find all the conditions for creating a living and exciting campus area. The educational environment becomes a natural part of creating new forms of cooperation in a cross-disciplinary environment. Participants should not be afraid of change.

Urban spaces and everything that happens between houses and buildings is just as important as erecting exciting, sustainable buildings. They can, for example, be meeting places for students and business people, 'packs' with offers to be part of research projects, design students can challenge strategy or project development, or companies can call on research and creativity from the local educational institutions.



Supporting design

Design City Kolding wishes to support a broad focus on design, both in Kolding and in Region Southern Denmark. Kolding wants to be Denmark's design city nr.1.

"When we think design in Design City Kolding, it should be understood in wider terms. We are supporters of Design Thinking, which is a method of solving tasks and challenges practically and creatively. The goal is to improve future results for companies and in organisations," says Thomas Nielsen, CEO of Design City Kolding.

The combination of residences, workplaces and educational institutions is perfect for the society of the future and means that Design City Kolding has the right set-up, according to a German professor. Ulrich Weinberg, who is head of the "Design Thinking" education at The Hasso-Plattner-Institute, Potsdam, Germany, "When I first heard about the project, I thought that it was an exciting idea to plan an entire neighbourhood based on the principles of sustainability and multi-disciplines, architecture and design, educational institutions and business life. It struck me that the neighbourhood was not just a Design City, but a Design Thinking City," he explains.

Analysis shows, that Danish companies which utilise design have a 20% greater growth rate and a higher export share than companies which do not utilise design.



New buildings

The next building, The Cliff, has been designed by COBE Architects, who have designed the building plan for the entire 45,500² area, on which 90,585² of floor space can be erected.

"Now we have to work out a thorough sustainability strategy for The Cliff. The building is expected to include geothermal cooling and heating. This will happen with the help of a Danish-designed technology, where the building's foundations include cement poles with pipes heated from the earth inside," explains Thomas Nielsen.

The roof of the large building will be green. Green roofs keep warmth out in the summer, while keeping it inside the buildings in the winter. The roof will also collect and reuse rain water. Solar panels on the roof will reduce the consumption of fossil fuels and the plants in Design City Kolding will contribute by converting CO₂ to oxygen.

Read more at www.designcitykolding.dk

Should some of the 400,000 lost jobs in the European food industry* be replaced by **new, innovative food-related jobs**?

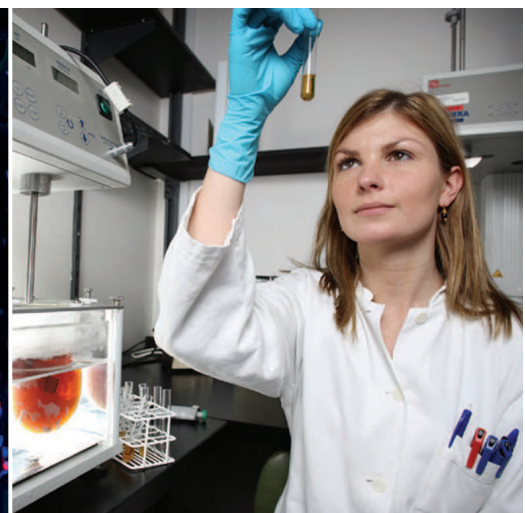
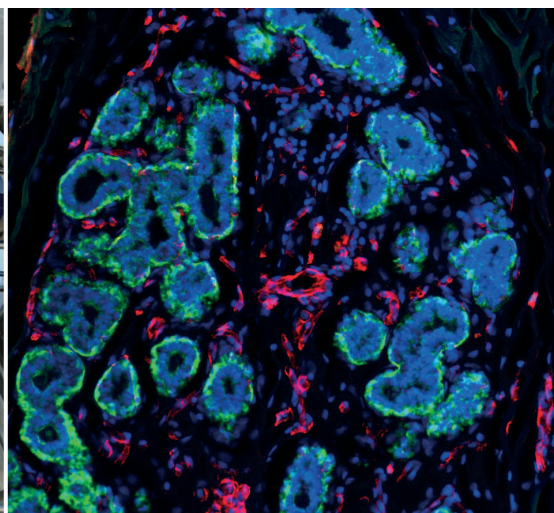
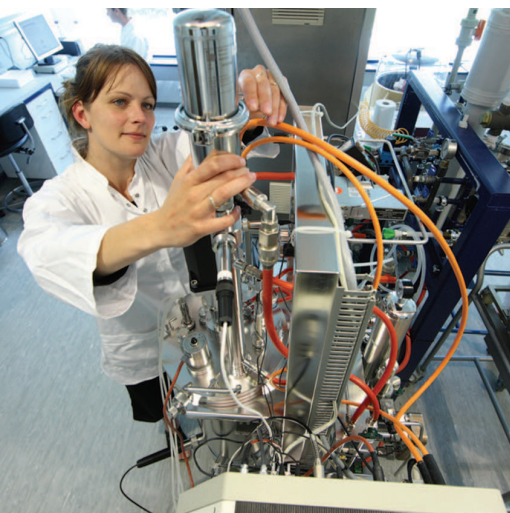
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- a Food4Future KIC makes sense!



A Food4Future KIC (Knowledge and Innovation Community) ties the strongest companies and most excellent universities in Europe together across sectors with the mission to reduce global challenges.

*Source: Ernst & Young, 2010



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The Single Market: A Danish Priority

By Michael Dithmer, Danish Permanent Secretary for Business and Growth

Denmark has four fundamental priorities for the Presidency – to create a more responsible, dynamic, green and safe Europe.

The paramount task will be to emerge safely from the current deep crisis in the EU, to ensure economic stability and to create the foundation for new growth and employment in Europe. This requires responsible economic policies ensuring sustainable public finances and implementing necessary financial and fiscal reforms. In order to create a more dynamic Europe, we need to deepen and widen the Single Market.

The Single Market can be a key tool in making Europe more dynamic. The Single Market is one of the EU's greatest achievements and has created growth and new jobs since its creation in 1992. That is why modernising the Single Market, adapting it to new technologies and using it to facilitate creation of jobs and growth is an important priority for the next six months.

The Danish Presidency wants to give high priority to the 12 key initiatives set out in the Single Market Act by the Commission. The focus will be on reaching agreement on the concrete legislative acts that will help modernise and simplify Single Market regulations, reduce the administrative burdens on EU companies and ensure the best conditions for European consumers. Also, reforming financial regulation is important in ensuring financial stability and supporting lending to the economy.

We especially want to make progress on the reform of the European patent system, the revision of the public procurement directive, the accounting directives, the venture capital proposal and the standardisation package. We will also focus on the digital single market where we especially hope to reach an agreement on the roaming regulation, which can help lower prices for mobile phone networks across the EU.

Reforming the European patent system will be a significant benefit to European companies, as it will make it easier for them to patent and enforce their inventions. The Danish Presidency will give high priority reaching agreement on the final elements of the package.

Reform of the public procurement rules can be a driver for growth. Simpler rules will help innovative companies, especially SMEs, access the public market. We believe that public procurement has potential to make a significant impact on the revitalisation of the Single Market as a driver for sustainable growth.

By simplifying the EU's accounting rules, we can help cut the administrative burdens on small businesses. It will make company statements more comparable, clearer and easier to understand and free resources that can be better spent on making business.

The Danish Presidency will strive to modernise the standardisation rules to enable standards to be set more quickly in line with technological developments, with due respect to the qualities of a European system based on openness, transparency and inclusiveness. This will help build trust between businesses and consumers, and help businesses more quickly access the 500 million consumers in the Single Market.

The Digital Single Market is an important element in modernising the Single Market and making it more dynamic. Life is increasingly online for all of us and it is important that the cost of accessing mobile phone networks abroad is fair and transparent. It should not be too expensive to use your mobile phones whether phoning, sending an SMS or downloading data from the internet. It is also important that consumers feel confident buying goods and services online from other EU countries. Access to easy dispute resolution when something goes wrong might pave the way for more cross-border e-commerce.

European Ministers responsible for the Single Market will be invited to Copenhagen on the 2nd–3rd February 2011 in order to



P iStock.com/Ivan Bajic

focus on the necessary actions to create a more functional Digital Single Market. This will involve looking at how we can increase trust in cross-border online trade and how companies and citizens can access digital possibilities to create growth.

The financial crisis has underlined the need for strengthened regulation and supervision of the financial sector to ensure healthy financial institutions in a self-sustained financial system guided by sound incentives and responsible risk management. The Danish Presidency is committed to ensure speedy progress on the financial regulatory agenda. In particular the Commission's proposal on revised capital and liquidity requirements for credit institutions (CRD IV) is a key priority.

The Danish Presidency also wants to make significant progress on creating a green Europe. The Presidency will prioritise the Commission's proposal for an energy efficiency directive. Establishing a common EU framework for energy efficiency is paramount to reaching the goal of a 20 % reduction in energy use by 2020 in a cost-effective manner. At the same time such a framework should allow for flexibility and time for adaptation by Member States. The Danish EU Presidency wants to ensure that the energy efficiency improvement directive negotiations make as much progress as possible.

It is my hope that the efforts of the Danish Presidency will contribute a significant step forward to put Europe at work for the benefit of citizens and companies.



THE CULTURE HARBOUR KRONBORG

One of the most spectacular cultural scenes of Europe is right now on its way in Elsinore – the city of Hamlet – an investment of 160 million Euro.

The Culture Harbour Kronborg project is an extensive development scheme designed to renew and improve the vicinity of Kronborg Castle. The project creates the framework for the transformation of the area around the newly build Culture Yard, the coming new Maritime Museum of Denmark, Kronborg Castle and the harbour. An area symbolised by a shipbuilding industry has become a modern cultural hub, with the castle as its international landmark.

Landscape architect: Jeppe Aagaard Andersen, Elsinore

KRONBORG CASTLE

Kronborg Castle, which has been included in the UNESCO World Heritage List since 2000, is the focal point of the new culture zone. The castle is one of Northern Europe's most significant renaissance castles.

The renowned castle – which is also known as the original venue for Shakespeare's Hamlet – has strengthened its position as a cultural landmark.

Parts of the castle and its fortifications have been restored, access roads improved and its presentation activities developed. The castle complex now also houses several artists, as well as restaurants and not at least The Scene of Hamlet, who perform an international Shakespeare Festival every year in the beginning of August.

Read more at www.kronborg.dk and www.hamletscenen.dk



MARITIME MUSEUM OF DENMARK

The new Maritime Museum of Denmark is being constructed in the exceptional setting of a dry dock between Kronborg Castle and The Culture Yard.

Built around and into the sides of a 150 metre dry dock, the dock itself will be an outside space for exhibitions and events and will allow sunlight to flood into exhibition halls. The project is unique in an international perspective, as no other examples are known of a dry dock of this size being converted into a maritime museum. The museum will be a striking tourist attraction, providing the opportunity to be enthralled by and learn about Denmark as one of the world's leading maritime nations.

The new museum is expected to open in 2013. In the meantime, the current Maritime Museum at Kronborg Castle remains open for visitors.

Architect: BIG Bjarke Ingels Group, Copenhagen

Read more at www.maritimuseumsbyg.dk

THE CULTURE YARD

The Culture Yard has transformed the old shipyard buildings. The Culture Yard offers a broad range of options for everyone. Library, theatre, dance shows, lectures, concerts and multimedia art to name but a few. All with a view across the harbour to Kronborg Castle.

The Yard offers experiences that are social, recreational, artistic and informative. The Culture Yard builds the bridges between businesses, educational establishments and culture and creates new and exciting opportunities for Elsinore. In spring 2012 The Culture Yard hosts the Click Festival – an international electronic art and technology festival.

The Culture Yard was in 2011 internationally awarded with the Structural Award from the Institution of Structural Engineers with members from 105 countries. The Award was given to the Danish company - Søren Jensen Consulting Engineer.

Architect: aart architects, Aarhus

Read more at www.kulturvaerftet.dk



Gate Denmark

With Denmark's longest border to the South, Aabenraa Municipality is Scandinavia's port to the rest of Europe and the entire Europe's port to Scandinavia.

An optimal location and a good infrastructure make the area the obvious choice for many businesses – not least within the transport sector.

GateDenmark

In the Municipality of Aabenraa, located directly at the motorway E45 and close to the Danish-German border, you will find Northern Europe's largest transportation centre GateDenmark with its port of Aabenraa and container terminals in Padborg.

2,200 employees work in approximately 160 companies within transportation, logistics, freight forwarding, storage and a large variety of service functions for trucks, freight and drivers.

Almost 5,000 lorries cross the border daily in each direction - making GateDenmark a natural stop over for any goods, a place where the largest and most professional capacity within transport and distribution is found.

See more at gatedenmark.com

Border Triangle

Flensburg, Sønderborg and Aabenraa. Three municipalities, which the outside world will hear more of in the future. An already existing excellent cooperation will be strengthened, and the border region will be recognized on the map of Europe - both when it comes to culture and tourism, commerce and infrastructure.

Next step will be the shared marketing of the commercial areas north and south of the border. Furthermore, we will explore the possibility of replacing railway stations in Flensburg and Padborg with a new Danish-German joint railway station to optimize the infrastructure in Northern Germany and Southern Denmark.

Best Case INTERREG-project

"Fjord region of Aabenraa, Flensburg, Sønderborg - Your all-year-round experience" is appointed as Best case INTERREG-project. A true example of how cooperation across the border strengthens all parties. Knowledge sharing and marketing is optimized for the benefit of tourists, tourism and thus the profitability in the area.

See more at fjordregion.com



Aabenraa
Kommune





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An Ambitious Urban Agenda is Crucial for Europe

By Frank Jensen, Lord Mayor of Copenhagen and president of EUROCITIES

Europe's economic competitiveness rests on the performance of its cities. Metropolitan Europe is capable of driving smart, sustainable and inclusive growth that benefits everyone, not just city-dwellers.

The EU is facing its most difficult challenge since its creation. With member states struggling to revive their economies, the Danish Presidency will have to focus on policies to strengthen fiscal discipline and implementation of economic reforms.

Furthermore, the Danish Presidency presides over negotiations on the EU budget beyond 2013 – a budget which will be key in delivering the objectives of the Europe 2020 strategy. For all of these issues, setting a new growth agenda will be crucial.

Governments around the world are increasingly looking to green growth as a strategy to help emerge from the global financial crisis and deliver both economic and environmental gains. Denmark foresees a model where renewed economic growth and environmental protection can – and must – go hand in hand.

As Lord Mayor of Copenhagen, I have put 'green growth' at the heart of our strategy for the Capital City. Looking at the impressive growth rates of Copenhagen's green sector businesses over the last six to seven years we see strong evidence that we are heading in the right direction.

It is both possible and profitable for the EU to meet economic needs while advancing environmental priorities.

Green growth will certainly be driven by new products and technologies. However we need to go beyond product and service innovation to develop integrated solutions. This is where Europe's cities have a key role to play.

Together with the mayors and leaders of 135 major European cities in the EUROCITIES network, I am convinced that European cities are well-placed to become smarter, more sustainable and more inclusive.

Cities account for 80% of Europe's energy use. They are therefore also the places where



the greatest progress can be made towards energy efficiency. Cities produce 85% of the EU's GDP and are the main population and employment centres.

As key engines of economic growth, job creation and innovation, but also as major consumers of energy and resources, cities are at the heart of the transition to a green global economy.

By concentrating population and providing a critical mass for innovation in resource-efficiency, cities offer the most sustainable form of development for the future.

Cities are test beds for new solutions, technologies and partnerships, with businesses, citizens and other levels of government. They are the living labs for green growth.

We want the EU to make good on the Lisbon Treaty's promise of stronger multi-level governance, which cannot stop at the regional level, but must engage cities directly as key partners.

The sooner all levels of government pull together to take concerted action, the sooner Europe's economy will pull through.

Europe's economic competitiveness rests on the performance of its cities. Just as Copenhagen is the growth engine for Denmark, Europe's cities are the engines of growth in the EU.

In Denmark, 75% of all new jobs during the last 10 years have been created in the Capital Region. Every time 100 new jobs are created in the Capital Region it creates 20 new jobs in the rest of Denmark.

Investments in cities benefit countries as a whole. This is something that is important to me and that is why Denmark must push for a strong focus on the role of cities as it takes forward the key priorities of its Presidency.

The size and scope of the EU budget 2014-2020 will be critical. Negotiations on the multiannual financial for the period beyond 2013 will be a major task for the Danish Presidency.

I am convinced that a budget better designed to empower, equip and resource cities will have a larger impact for the greatest number of people. Europe needs its cities to lead the economic recovery.

Metropolitan Europe is capable of driving smart, sustainable and inclusive growth that benefits everyone, not just city-dwellers.

Critical here is to ensure that key city leaders are involved directly in the programming of EU funds.

This applies across funding programmes and in particular to structural funds, which are crucial in supporting growth in all EU member states.

Cities must be at the table when investment decisions are taken that effect cities and their surrounding areas.

This is the way to ensure intelligent investment, integrating and combining EU funds with other actions, securing the greatest possible impact.

On behalf of EUROCITIES, I wish the Danish Government a successful EU Presidency.



Herning
Kommune

Everything's possible in Herning

With its more than 86,000 inhabitants, Herning is not one of Denmark's biggest cities, but as a power centre, Herning's influence is felt far beyond the municipal borders.

Resourceful politicians, enterprising businesspeople and hard-working citizens have ensured over the years that Herning is now a centre of growth, education and experiences for the entire central and west Jutland area.

A spirit of entrepreneurship, dynamism and energy have always characterised the Herning area, which was far from well endowed by nature. In a mere hundred or so years, Herning has grown up on what was originally a hostile flat heathland. This historic beginning has compelled the area's citizens and decision makers to assume responsibility, work hard and see opportunities where others saw only limitations.

The city is now harvesting the fruits of this, and to a high degree. In the last decade alone, development in the city has been explosive, with a large number of imposing new buildings, while Herning has also established itself as a leading venue for major events.

Many of the world's most distinguished musicians and singers, among them Rihanna, Lady Gaga and Britney Spears, have already performed in the new BOXEN multiarena, the first of its kind in Denmark. The multiarena was built in close connection with an entirely new soccer stadium for the area's professional soccer club, FC Midtjylland, and the gigantic trade fair centre, Messecenter Herning, which attracts hundreds of thousands of guests from throughout the world every year.

The number of visitors to Herning will reach new heights in 2012, when the first two stages of the world's most gruelling bicycle race, the Giro d'Italia, are run in and around Herning – an event which Herning secured in sharp competition with Washington, U.S.A. The Giro d'Italia is currently the best evidence that Herning can also attract the really big sports events to the city.

And developments are also moving quickly in the city centre itself, powered by a close partnership between the city, business and citizens. A range of offers in the areas of culture and leisure ensure that Herning is an attractive city in which to settle, and this is pleasing to business which, with its focus on green growth, climate, health and the experience economy, is geared to the future – the future which will also see the construction of one of Denmark's new super-hospitals just outside Herning.

The new hospital, which will be one of Denmark's biggest and most modern, will open in 2020 and will employ around 5,000 people. The construction will also result in an entirely new suburb in Herning's north-western corner.

An entirely new and exclusive residential area has already shot up here in the last few years, following Herning's establishment of a big groundwater lake with swimming beach and leisure facilities.

The lake is enthusiastically used in the swimming season by many of Herning's young people who are studying at the city's many educational institutions. The Herning Institute of Business Administration and Technology has merged with Aarhus University, ensuring that the next generation in Herning will also have direct access to full tertiary education courses. A rich cafe and night life, live concerts and art exhibitions, including at the entirely new and architecturally unique art museum HEART, ensure that young people have activities to interest them when they take a break from their books.

All the possibilities are there in Herning – and all indications are that in the years to come, the city will add new dimensions to its growth.

Invio – Innovation network for knowledge-based experience economy

Invio is a Danish innovation network for knowledge-based experience economy. The network is supported by funds from the Danish Agency for Science, Technology and Innovation, and it is one of 22 national innovation networks. Invio was established as a result of a growing demand for a true research and knowledge-supported effort to utilise the growth and job-creating potential in the experience economy. Even though many national as well as international reports have identified the experience economy and creative industries as a central area of growth, there has been a lack of research-based knowledge on how successful experience-based developments and growth processes are initiated and redeemed.

The partnership behind Invio is based on two regional project clusters, ApEx – Center for Applied Experience Economy (Northern Jutland) and Danvifo – Danish Knowledge Centre for Experience Economy (Bornholm), each of which have worked with the development of the experience economy on a regional level in Denmark since 2006. With Invio, the activities and experiences of these centres are thus distributed on a national level. Furthermore the Center for Culture and Experience Economy has been included in the network and a number of new projects are launched. In addition, Invio has an international focus that aims to establish international cooperation relations and partnerships. The partnership behind the Invio network consists of Roskilde University, the Danish Technological Institute, the Center for Culture and Experience Economy and Aalborg University.

Basic ideas

The basic idea behind Invio's work is that experiences are not restricted to one industry and a specific type of company. Experiences must be considered a cross-disciplinary innovation tool which, on a very basic level, can help revitalise every company's products, communication, organisation, etc.

The network takes as its starting point two cross-disciplinary themes that focus partly on experience innovation, i.e. experience-based product and service innovation, and partly on experience-based business development, i.e. the development of business models and value chains.

Knowledge-based experience economy

The partners in the network represent some of the central innovation and knowledge centers in the Danish experience economy. The innovation projects that are launched in Invio are thus based on leading knowledge of the experience economy; scientific methods and results are applied in the development and innovation work. The objective of the innovation network is therefore also to strengthen knowledge sharing, knowledge development and the interplay between companies and knowledge institutions in the experience economy.

Thematised innovation projects

Furthermore, Invio focuses on a range of specific innovation themes, which concentrate on a number of key areas that provide a good basis for utilising the potential of the experience economy. In this way, the innovation themes make up a framework within which a number of focused innovation and development projects are launched in continuation of the network's overall project.

These are:

1. **IT-based experiences:** experiences in and with digital media and IT-supported products and services.
2. **Mobile experiences:** experiences designed for and by mobile media.
3. **Business, conference and year-round tourism:** products, services, concepts, business models and competences in business, conference and year-round tourism.
4. **From table to earth:** the development of new business areas and products that via experiences can increase growth and competitiveness in the food industry.
5. **User experiences in the health and welfare area:** experience-based development of the future social and health area in e.g. hospitals and health centres.
6. **Experience landscapes:** development of experience landscapes in order to attract more visitors to a town, a place or an attraction.

Invio website: www.invio-net.dk

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VIBORG
KOMMUNE

Viborg Municipality – a Danish international pioneer municipality!

Located in Central Jutland, Viborg Municipality actively seeks to take advantage of the fact that the world is becoming 'smaller' though more complex and not least increasingly international.

Based on our International Policy, Viborg Municipality's international focus includes a wide variety of initiatives: We welcome international employees, students and researchers from more than 30 countries worldwide. Viborg International School opened in 2010. We host international events. We actively participate in EU projects and share our knowledge in international capacity building projects. Finally, the Mayor of Viborg Municipality, Mr Søren Pape Poulsen, chairs Local Government Denmark's International Committee.



International capacity building projects

Viborg Municipality has since the 1990s been involved in a number of international capacity building projects in for example Eastern Europe and Asia.

Initially these projects mainly focused on capacity building within drinking water, waste water treatment, waste management and energy. In the last couple of years, the geographical reach has increased and the topical focus has widened to include knowledge sharing concerning planning, management and operation of municipalities in general.

Viborg Municipality
Agro Business Park
Aarhus University Foulum
Grundfos
The Animation Workshop
Arsenalet

www.viborg.dk/english
www.agropark.dk
www.agrsci.au.dk
www.grundfos.com
www.animwork.dk
www.arsenalet.dk

The objective of our 2011 Development Strategy is to create an attractive business environment in constant development through an active business policy and focus on areas with growth potential. The strategy focuses on the following three themes:

I. Animation

Viborg Municipality is an animation knowledge and competence hub centred around one of the most dedicated animation institutions in the world, The Animation Workshop.

In recent years, this position has been strengthened in that several creative and internationally oriented companies have sprung up from The Animation Workshop. Animation is generally categorised as a growth industry providing unique products and innovative solutions for the private and public sectors. Recently, a unique animation business cluster, Arsenalet, opened in the middle of Viborg.

II. Green Tech

Viborg Municipality is one of Denmark's largest agribusiness municipalities with 1,200 companies in the primary sector. Further, the municipality hosts a number of prominent companies within energy and environment, as well as knowledge environments such as Agro Business Park and Aarhus University Foulum. In addition, the largest company in the municipality, Grundfos, has a significant focus on environmental sustainability, including ensuring clean drinking water. Thus, Viborg Municipality holds a position of strength within green technology, food and sustainability.

III. Unique Experiences

Based on its significant historical and natural heritage and a stronghold in elite sports, Viborg Municipality wishes to create new and unique experiences at national and international level. For example, Viborg co-hosted the 2011 UEFA European Under-21 Championship. In 2012, Viborg Municipality will host 'Viborg Animation Festival' that will take participants on a journey through the amazing world of animation.

If you would like to know more or are interested in working with Viborg Municipality, please contact us on udvikling@viborg.dk



Priorities and Activities during the Danish EU Presidency

By Simon Gillon, Managing Editor, Government Gazette

Policy and Political Priorities

The programme for the Danish EU Presidency was officially presented on Friday 6th January at a press conference in Copenhagen.

The four fundamental priorities for the Danish Presidency, as outlined by the Danish Prime Minister Helle Thorning-Schmidt in this current edition of *Government Gazette*, are as follows

- A responsible Europe
- A dynamic Europe
- A green Europe
- A safe Europe

A comprehensive source of information about the Danish Presidency and its priorities, including more detailed information about the four fundamental priorities outlined above, can be found online at <http://eu2012.dk>

The website contains:

- a **calendar** with European Council, informal meetings of ministers, conferences in Denmark and other meetings over the duration of the presidency listed
- a **news** section with press releases, interviews and insights
- an overview of the **presidency**, explaining how it works, the priorities, the council working parties, and an overview of how the EU and its component institutions function
- a **press room**, with information about people, news, twitter, Denmark, a newsletter, and
- a **policy areas** section, with ten major policy sections

Cultural Events and Activities

As well as the policy and political priorities of the EU presidency, another important element of the presidency's scope and activities, are the opportunities it presents for cultural activities across the continent and especially in the host country. These cultural festivals, concerts, art shows and theatre performances are enjoyed by thousands of EU citizens every year.

The presidency provides a wonderful opportunity for the country which holds it to promote its own cultural and artistic heritage.

During the Danish presidency, a very wide range of cultural activities has been organised in every European capital. A selection of these outlined below gives an indication of the variety which will be on offer for the duration of the presidency.

On the musical front, among numerous other events and concerts, the Danish National Symphony Orchestra and the Danish National Girls Choir performed at the official opening ceremony in Copenhagen on 11th January. The Danish Radio Big Band played with Danish jazz vocalist Sinne Eeg at the ceremony in Brussels on 26th January. Jazz singer Cæcilie Norby also performed in January in Warsaw, while the Danish String Quartet is marking the presidency with concerts in London, Edinburgh, Cardiff and Belfast. They will also be playing in Budapest in May and June. The Virtuoso Trio will also be playing in June in Vilnius.

Another very exciting event at the end of March in Vilnius will be the Danish classical guitarist Volkmar Zimmermand who, together with a unique ensemble, will be performing together with the city of Vilnius's choir, Ung Musik, conducted by Vaclovas Augustinas. Zimmermand will be presenting, with the choir, no less than five world premieres – two by composer Ib Nørholm (Denmark), one by Peter Bruun (Denmark), one by Peter Heims (Denmark) and one by Hsueh Yung Shen (USA).

Concerto Copenhagen will be playing in Brussels at the end of March and the beginning of April. Also in April, in Budapest, the Danish saxophonist Christina von Bülow will be playing.

Combining live music and cinema there will be a Concert with Jonas Frederiksen, Family Underground, Martin Klapper & Iselin Toubro in Brussels on 19th April. "Film Y on the road", a project inspired by the Danish Film Institute, will be taking place in Brussels throughout February and March.

An important exhibition in Budapest "Breaking Ice" from the Knud Rasmussen Museum i Ilulissat will be highlighting the

human consequences of climate change in North Greenland.

In Warsaw, the National Museum will present the Danish Jewellery box collection, including examples of the finest and most interesting artistic jewellery created by some of Denmark's most prominent jewellers over the first three months of the year.

In Stockholm, there will be an exhibition celebrating the 100th anniversary of the father of Danish design, Finn Juhl, in January and February, while in April the Danish art collective Wooloo will create a permanent sculpture on one of the capital's northern suburbs.

Athens will play host to an art exhibition by Per Kirkeby entitled "A Creative Dialogue with the Byzantine Style" from January to April, while a documentary festival on 14th March will present Danish documentaries. Danish film documentaries will also be showing over the duration of the presidency in Sofia.

In Copenhagen, the major spring exhibition at the National Gallery of Denmark presents the Danish artist Vilhelm Hammershøi (1864-1916). The exhibition takes a new approach to Hammershøi by having his art enter into a dialogue with fellow European artists of his day. The exhibition will be open until the middle of May.

From May to June, there will be a photo exhibition entitled: 'Monumental Motion – A Cycling Life in the Capital of Denmark' in Bratislava.

The Danish Embassy in Slovakia is marking the presidency by hosting a reading of the popular Danish author H C Andersen's fairytales in collaboration with local partners in mid May. The author is very popular in Slovakia, and a statue of him has been erected in one of the main squares in the city. Lithuania is also celebrating the author, with a nation-wide essay competition running from January to April. Essays by children and youngsters will give their perspectives on his creations and stories. The winner will be announced on his anniversary of his birthday, 2nd April.

A comprehensive calendar of cultural events being organised during the Danish Presidency can be found online at <http://eu2012.dk/en/EU-and-the-Presidency/Culture/culturalcalendar>



The World's toughest cycling race, the Giro d'Italia, starts from Horsens in May 2012.

ANYTHING IS POSSIBLE IN HORSENS

MUNICIPALITY OF HORSENS

The City of Horsens is known for concerts, festivals, events – and growth.

In April, May, and June of 2012, Horsens will be host to Denmark's EU presidency.

On May 7, Horsens is the starting location for the 2012 Giro d'Italia, the World's toughest cycling stage race.

Horsens gains a unique tourist attraction in the spring of 2012 when the "Alcatraz of Europe" – The PRISON - in the former State Prison opens its doors.

Add to this a number of intimate as well as large-scale concerts, festivals, and events, which will bolster Horsens' reputation as the leading concert city in Denmark.

Horsens has seen a remarkable development in the last decade and is now a dynamic city with astonishing growth rates. For several years, Horsens has been the fastest growing municipality in Denmark by population while at the same time becoming one of the country's fastest growing education towns with thousands of Danish and foreign students at VIA University College and other educational institutions.

Horsens has been through a remarkable transformation from 'ugly duckling' to 'beautiful swan' – a transformation that took off in the year 2000, when Horsens presented the first of a unique string of concerts featuring names like Bob Dylan, David Bowie, Elton John, Paul McCartney, and R.E.M., Madonna, The Rolling Stones, Depeche Mode, AC/DC, U2, Bon Jovi, and Deep Purple.

Adding to the concerts are numerous annual festivals like the European Medieval Festival, the Children's Theatre Festival, the Blues Festival, the classical music festival Holmboe in Horsens, and a festival for crime fiction. The City of Horsens enjoys an exceptional reputation for its committed and professional approach to large-scale events.

A brand new image survey shows that two thirds of Danes answer either city of culture/concerts (44%) or sports events (22%) when asked: "What is the first thing that comes to mind when I say Horsens?"

The survey demonstrates the very high level and stability of Danish people's impression of Horsens as a city of events and culture – which underpins the city's ambition to be dynamic and have high growth levels in terms of both population and business.

- There is no doubt that a positive image and a strong brand are important factors when it comes to relocating and making the choice to settle in one place or the other. Horsens has worked with a number of external players to lift the city's image in the national consciousness, Mayor Jan Trøjborg explains.

The Mayor underlines that the city has a clear ambition, which falls in line with hosting the EU Presidency.

- We simply want to show that Horsens is the place for meetings and conferences that have to go off without a hitch, Jan Trøjborg says.

Even though Horsens now has more than ever to offer business tourism, the city should continue to focus on culture and events to maintain and strengthen its image while attracting businesses, citizens, and tourists.

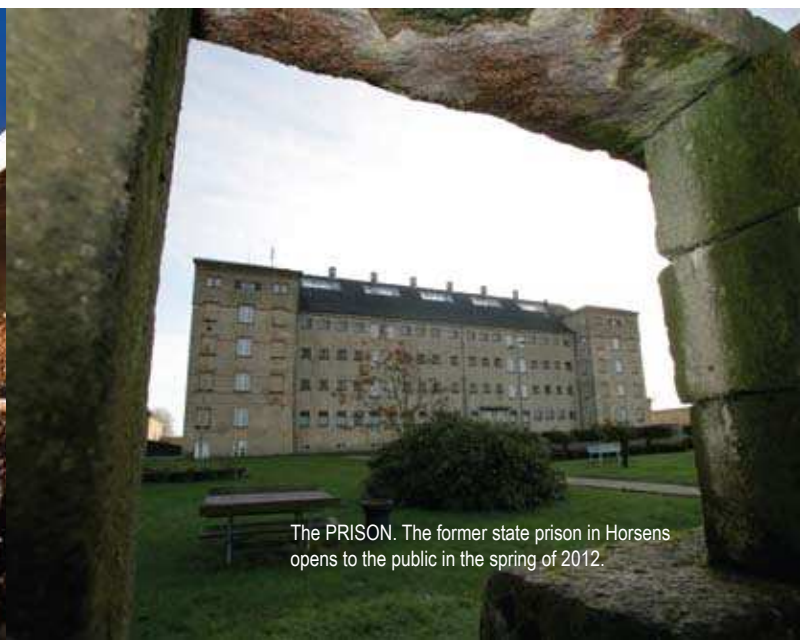
Trade promotion in Horsens is very much about cultivating a dynamic image and brand.

- We need to continue to do what we do best in Horsens, and what we are known for elsewhere, and that is pulling together to get things done, Mayor Jan Trøjborg says.

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Horsens is known for large concerts and festivals attracting up to 100,000 visitors.



The PRISON. The former state prison in Horsens opens to the public in the spring of 2012.

The blue municipality with the green visions



Green shipping will pave the way for growth in the northernmost municipality of Denmark

In the center of Scandinavia on the top of the continent lies Frederikshavn Municipality. The two seas Kattegat and Skagerrak meet on the coasts off the northernmost town of Denmark – Skagen. From here the municipality stretches 100 km south along the coast. Here one can find some of the finest sandy beaches and 8 active harbours – including two major commercial ports and a Naval Station "Flådestation Frederikshavn", one of the municipalities biggest workplaces employing approximately 1,600 people. The maritime sector has always been significant to the area.

Taking the lead with Green shipping

In the late 1990s shipbuilding was affected by globalization, and up to 7,000 jobs were lost. Since then new uses for old shipyards buildings were found, and a number of new maritime services emerged, and thousands of new jobs were created. Today a strong maritime cluster in Frederikshavn Municipality is a head in fishing, fish processing, construction, repair, service and energy renovation of ships. With Swedish and Norwegian partners from the Skagerrak-Kattegat region whom participates actively with Frederikshavn Municipality in the Markis project (Maritime Competence and Innovation Cooperation in the Skagerrak & Kattegat). MARKIS is a 3 year project supported by the EU Interreg IVA Øresund-Kattegat-Skagerrak Program. Over a three-year period businesses, research and education institutions and public authorities will work together to make the Skagerrak & Kattegat region a global frontrunner in the conversion to green shipping. The vision is to create a maritime region with zero harmful emissions to air and water from shipping and a globally competitive maritime cluster.

Larger ports for larger ships

Every year more than 100,000 ships pass the waters of Skagerrak-Kattegat. Many of these vessels should be reconfigured to meet the new stricter environmental requirements. They are thus potential customers for the shipyards and maritime service companies specializing in energy optimization of vessels, flue gas cleaning and energy optimization of engines. Skagen and Frederikshavn ports have planned major expansions in the years to come. In Skagen water depth and berth areas will be extended. Greater depth means that large fishing vessels and more cruise ships can dock, instead of as now, dropping the anchor outside the harbor and sail the guests ashore in tender boats. The harbor of Frederikshavn is extending the entrance width and dept. The harbors expansions will greatly increase the port's land and water areas, and new quays and quay areas, which will be laid out to handle heavy pressure. Companies are getting bigger and require more space. The same goes for storage and sorting of industrial scrap in the harbor.

FACTS

Inhabitants: 62317

Area: 650 km²

Major cities: Skagen, Frederikshavn, Sæby

Coast line: Approximately 100 km

Harbours: 8

Approximately 43% of the municipal tax base is created by the Port of Frederikshavn, Skagen Harbor and the Naval Station "Flådestation Frederikshavn"

FOR MORE INFORMATION

www.frederikshavn.dk

www.frederikshavnhavn.dk

www.skagenhavn.dk

www.markis.eu



European Union
European Regional
Development Fund
Investing in your future





mixBioPells

Market Implementation of extraordinary biomass pellets

ENHANCING THE MARKET RELEVANCE OF ALTERNATIVE AND MIXED BIOMASS PELLETS IN EUROPE

Currently, small-scale combustion units in Europe are fired almost exclusively with high quality wood fuels. However, caused by the growing demand for material and energetic use wood is getting scarcer nowadays. Consequently, alternative solid biomass, like low quality wood or straw, is experiencing growing interest as alternative fuel source. In most European countries preliminary activities in industrial as well as in public sectors have been started to integrate these alternative solid biofuels. However, the market integration of alternative biomass pellets is still hindered by various constraints. To overcome these constraints and to strengthen the drivers the transnational project MixBioPells was initiated. Moreover, the aim is to identify promising market introduction concepts and to enhance the relevance of alternative pellets in Europe.

There are significant differences for the types of the available raw materials and the local frameworks in the European countries and even between the regions of one country. Thus, the local situations in Central Finland, East Sweden, Jutland in Denmark, Rhineland-Palatinate in Germany, Lower Austria, Lombardy in Italy and Asturias in Spain are analysed. Local bio-business activities will be supported based on a close cooperation with local key actors amongst the whole supply chain. The objective is the development and the creation of regional case studies to gather information about successful technical developments, available raw materials, basic and economic conditions and problems during the build-up of new regional bio-business activities. To ensure a transferability of the results of each region, the current situation concerning technical possibilities in production and utilisation of alternative and mixed biomass pellets in the European partner countries are monitored and summarised. This includes national conditions and available pelletising and combustion technologies which is investigated by literature research and market surveys as well as interviews with key actors.

Finally, the regional conditions and technical solutions are compared with the accordant national frameworks to identify common constraints and drivers. On this basis, recommendations on favourable legal frameworks are given and regional concepts for the market implementation of alternative pellets with regard to the existing frameworks are developed. The results will be included in the MixBioPells "Initiators Handbook". Advisory papers for EU politicians and politicians and stakeholders in each partner country will be provided shortly. Furthermore, a labelling system for alternative pellets and combustion systems with regard to possible concepts for the distribution of alternative pellets and the implementation in existing legal frameworks is under development in close cooperation with the European pellet Council (EPC). To increase the market implementation of alternative and mixed biomass pellets, a website including a searchable and multilingual database with facts and figures related to alternative pellets in different European countries and a forum is set up and side-workshops are organised at local, national and international conferences. Thus, the MixBioPells project provides up-to-date market information as well as an "Initiators Handbook" based on a comprehensive data collection for representative European countries and regions. The latter will help bio-business initiators to start initiatives in the field of production and combustion of alternative and mixed biomass pellets.

All information is available at www.mixbiopells.eu.

Acknowledgements

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Pioneers and Profit in Energy and Research Policy

By Jens Rohde MEP, Vice-Chair, Industry, Research and Energy Committee, European Parliament

It is no secret that the Danish presidency is taking place at a 'make it or break it' time for the European Union. The financial and economic crisis still tops the agenda but increasingly so the word 'growth' immediately follows on: We need to generate new economic growth to emerge from the crisis. On the face of it that seems obvious. However, scratch the surface and you will find that it is far from obvious. For some 'growth' is simply another way of saying that we have had enough austerity and it is time for more fiscal stimulus.

Simply put this is not the road to take. First of all, none of Europe's governments have the money to spare. Secondly, fiscal stimulus will not change the underlying reasons for our economies' weak competitiveness.

We need reforms: reforms that will enable us to use the market forces to our advantage.

This demands more market, not less market: a market that fosters pioneers because pioneers are what drive innovation and thus the market and the economy forward.

Pioneers are motivated by the significant benefits that arise from being a market leader: gaining market shares ahead of their competitors, positive spin-off effects from their brand and the development of an organisational culture that constantly leads to further innovation. This is nothing new but common business sense.

What is new on the other hand is the EU trying to apply this logic to its own growth policies. In some areas we are certainly moving in the right direction. In others much is still left to be desired.

We are getting there in research policy with the proposed Horizon2020 programme which aims to bridge the gap between our excellent researchers and the market enabling an increased commercialisation of our research results. Of course there will still be room for frontier research that does not necessarily have a set purpose but yet has the potential for ground-breaking economic development.

Horizon2020 is based on trust in both researchers and businesses confining the politicians' task to defining overarching



challenges that research and innovation should address but leaving it to the scientists and pioneers to develop the solutions.

When it on the other hand comes to energy policy we are far from a market-led approach. The key market-based instrument in the EU's energy policy, the ETS, is failing to provide the intended impetus for green investments as the system is flooded with quotas. In other areas such as energy efficiency the Member States have been hesitant to commit to an ambitious and binding target and as a result we could be jeopardising the potential benefits from increased energy efficiency. As long as we do not strangle the market in regulation but ensure favourable framework conditions the market has proven time and time again that it is capable of not only reaching but overreaching the politically set goals.

One of the best examples that ambitious political targets mixed with trust in the market leads to the best results both in terms of achieving your energy policy goals as well as gaining the competitive advantage is the Japanese 'Top Runner' programme from 1998. The programme is designed in a manner that ensures the most efficient product within a product group becomes the standard. The original target for PCs was an 86 percent reduction of electricity consumption from 1998 levels by 2005. That target was already reached in 2001 and by

2005 PCs electricity consumption had been reduced by nearly 99 percent.

What is more is that energy and climate policy is no longer only a matter for highly developed countries. The emerging economies have significantly increased their efforts in developing new energy sources. Though China remains one of the most ardent opponents to a legally binding international agreement on climate change the country has

taken huge strides towards a cleaner energy mix. Not because China suddenly turned into a climate change activist but because it makes economic sense. From not having one single wind turbine producer China now hosts 3 of the world's largest producers and China aims to produce 100 gigawatt wind energy and 1,8 gigawatt of solar energy by 2020. Although it of course remains to be seen whether China will reach their goals it is however already clear that they have made significant economic gains as a result of their political energy goals.

The hopes for the Danish presidency are high as Denmark has done very well as the honest broker on previous occasions. This time the challenges are even greater and there is strong pressure to deviate from the path set forth of fiscal consolidation. This must not happen.

The Union's growth policy cannot be one of spending but must be one of reform and based on the market dynamics.

Energy and research policy might be policy areas that traditionally have been state-controlled and highly regulated. However, if we are to reap the economic benefits from our investments into these policies they must be market-based and we must trust in the market pioneers to do the job for us.

Technical University of Denmark



Danish Building Research Institute
AALBORG UNIVERSITY



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THE EUROPEAN UNION
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Development Fund



Interreg IVA
ÖRESUND – KATTEGAT – SKAGERRAK

Integration of sustainable construction processes – by the use of information and communication technology

The purpose of the project, sponsored by EU through the Interreg IV A Öresund programme, is to improve the market and cooperation in the construction sector across the Øresund region. There are many similarities between the Danish and Swedish construction sector and many actors are working on both sides of the Øresund. Despite this fact it is not possible for the sector to benefit from the Øresund region as one market. This is due to differences in traditions, structures and differences in between the national codes. There is an immediate need for a regional network and for common “interpreters” of the national systems if actors in the construction sector should be able to work together and be able to work across the Øresund. Today this means that there is not a common market in this sector why regional initiative is needed to open up this and support a more competitive construction sector at an international level.

Building Information Modeling

The use of Building Information Modeling (BIM) is powerful concept to support the design of sustainable buildings since the technology can enable a seamless input of data to simulation tools leaving room for optimization. In addition to the virtual buildings that can be made with BIM-tools it is important for the participants in the project to work in a collaborative environment, to ensure that data can flow unobstructed between the parties. The project partners also hope that it will be possible to implement BIM-tools more brightly in building information management in the construction sector in the region.

Mapping

In order to improve the trade of products and services across the Øresund region a number of mapping tables has been and will be published at www.bygbygg.org. The mapping will include a comparison of Danish and Swedish guidelines for the use of Building Information Modeling, requirements for accessibility for disabled people, and methods to document energy consumption. The mapping shall function as a guiding tool for projects in the Øresund region, and includes information on Danish and Swedish authorities and professional organization. Thus, the webpage shall function as an online guideline for interregional cooperation.

Sustainable solutions

Beyond mapping existing knowledge the project will also lead to new software tools, instructions and working procedures that can lead to more sustainable solutions. The project partners are also working on ICT-concepts to improve the productivity in construction supported by new building information management. The focus is on common Øresund region ICT-concepts: Catalogues and databases on building components and systems, digital working instruction for on-site production and how to handle tolerances on dimensions through the construction process. The ICT-concepts are included in a vision for new industrialization, where an integration of sustainable construction and services also including improvement of productivity, quality management, end-user focus, batch production on-site and innovation in construction.

Project partners

Technical University of Denmark (DTU) – www.dtu.dk

At the Technical University of Denmark we have always taken our role as a leading force within the technical, natural and life sciences seriously and have continually provided education, research, innovation, as well as knowledge dissemination and transfer at the highest international level.

Lund University (LU) – www.lu.se

The Faculty of Engineering at Lund University is among the leading engineering faculties in Europe, with more than 7000 undergraduates and 800 postgraduates. Lund University is one of Scandinavia's largest institutions for education and research.

The Danish Building Research Institute (SBI) – www.sbi.dk

The Danish Building Research Institute is affiliated with Aalborg University and develops research-based knowledge to improve buildings and the built environment. SBI identifies subjects that are important for professionals and decision-makers involved with building and the built environment.

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Additional information on the project can be found at <http://www.oresund.org/baerebyg/english>



energysafari.dk

From green strategy to implementation - the **Energy Safari** will give you an opportunity to make your own plans.

Skive Municipality in Denmark is a leading actor within the field of sustainable energy development and like to offer you a coherent visiting program, with focus on the good energy and environmental stories - told in a different way.

The visits will be tailor-made to your background and interests.

Workshops will be arranged where you will get an opportunity to develop solutions to your own challenges, which can be presented and utilized in your own environment.

Furthermore you will get an opportunity to experience beautiful landscapes and sceneries and enjoy local hospitality and ecological produced food.

EU Commissioner for Climate Action Ms Connie Hedegaard appointed in 2008 Skive as Denmark's first EcoCity. This implies that Skive Municipality is a frontrunner on climate and energy in Denmark. Hence Skive Municipality is committed to continue investing in renewable energy.

The goal is to make the municipality CO2 neutral latest in 2029 and the use of alternative energy sources like solar, wind and hydrogen must be increased considerably.

Thus, Skive Municipality has set new standards for working with the climate and energy, and we continue efforts to involve all citizens and businesses to create a more independent, self-reliant and sustainable society for the benefit of everyone in Skive.

During your customised program you:

- Visit demonstration plants
- Learn about processes and local experiences
- Participate in workshops, where we develop climate and energy strategies
- Learn about climate investments and how to make them profitable
- Meet with local people working behind the scenes
- Learn from 30 years of experience in development of municipal energy efficiency
- Learn how a municipality converts to sustainable energy.

For more information www.energysafari.dk

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Energy Safari



EcoCity Skive



EcoCity Movie





IGM-BioProcessing

By Project Manager Marianne Madsen, Ph.D
TripleA a/s, Hornsyld Denmark

The financial support from the Executive Agency for Competitiveness and Innovation, EACI, at EU to the ECO-Innovation project "IGM-BioProcessing" has made it possible for TripleA to apply a brand new patented technology in full scale. The new technology reduces the impact on the environment from plant protein production. The method is developed by a research group at the University of Copenhagen headed by emeritus Hilmer Sørensen and the project has facilitated the necessary close cooperation. This research group has experience from several decades comprising characterization of the seed composition and variation, with respect to the main components such as protein, fibre and lipids, as well as anti-nutritional components.

The new technology IGM-BioProcessing is an innovative production method that generates protein concentrates from leguminous species including soy bean with a very low level of anti-nutritional components. The process is gentle without use of harsh chemicals, and therefore the proteins are left functional. The process enables full use of all fractions of the raw material thereby avoiding waste. The existing technology for grain legumes such as lupines and soy beans mainly focuses on the protein fraction and not on any other valuable compound of the raw material. The protein concentrates produced with this new technology can be used for food as well as feed. Due to the high digestibility the concentrates will have a positive effect on the nitrogen emission from livestock. Furthermore the method gives the opportunity to exploit European grown protein crops and thereby creates an alternative to imported soy bean meal.

TripleA has been established by Agro Korn and Hornsyld Købmandsgaard with the main purpose to produce vegetable protein and fibre products for both food and non-food as well as for feed. TripleA is located in Hornsyld, Denmark, where the production facility is under construction. The facility in its entirety is eco-friendly with low energy consumption and recycling of water and heat. The production will be initiated with soy beans and is expected to be running by the end of 2012. The facility can produce several different protein concentrates concurrently and the first ones for feed, **AlphaSoy® Premium CALF/FISH/FUR/PIG** will be presented at EuroTier in Hannover November 2012 (the world's leading exhibition for animal husbandry and management). Feeding trials have already shown very good performance in mink and fish with protein digestibility coefficients on 0.87 and 0.88 respectively. Additionally new protein concentrates will be tested in piglets and calves before the exhibition. Agro Korn that currently is exporting feedstuff to 35 countries will be responsible for the marketing of the feed products. Applicability of the protein concentrates and fibre products in different food areas is under investigation at present.

The newly established company TripleA is very grateful for the financial support from EACI. TripleA has great expectations to the new products, but without this financial support it would not have been possible to go through with the project.

For more information:

Agro Korn: <http://www.agrokorn.com>

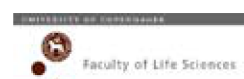
Hornsyld: <http://www.hk-hornsyld.dk>

TripleA: <http://www.triple-a.dk>

Copenhagen

University: http://www.igm.life.ku.dk/Research/ChemistryAndBiochemistry/igm_bioNatProd.aspx

EACI: http://ec.europa.eu/environment/eco-innovation/index_en.htm



Climate and Energy Challenges in a Time of Economic Crisis

By Thomas Egebo, Permanent Secretary of State, Danish Ministry of Climate, Energy and Building

As of January this year Denmark is holding the Presidency of the Council of the European Union. This is the seventh time Denmark has chaired the meetings in the Council of Ministers since joining the European Community in 1973. We will conduct the presidency in an open and professional way.

Denmark holds the EU presidency in a time of crisis. The economic situation in Europe will greatly influence the Council's work in the coming months. But the presidency also presents challenges in other areas – certainly in the climate and energy council formations. Denmark will strive to advance the many climate and energy files that are on the table. We believe that progress in both fields is a core condition for economies to recover from the current crises. Greening our energy policy and ensuring a transition to resource and energy efficient low carbon economies underpins the current political focus on future economic growth.

On the energy agenda, the Danish Presidency will facilitate negotiations on the Commission's proposal for an Energy Efficiency Directive. We will do our utmost to progress negotiations on this important file as much as at all possible.

The Directive is crucial for the EU to reach its 20-20-20 targets by 2020. The target of 20 percent energy savings is the only climate and energy target, the EU is predicted not to reach. In fact, the current trajectory will only bring the community half the way by 2020. Adoption of the Energy Efficiency Directive will close this gap. Investments from both public and private sectors are needed to realise the target. But an ambitious directive means investing in Europe, instead of buying fossil fuels, which to a great extent is money that leaves Europe.

To complete the internal market, the EU needs an integrated, well functioning market for energy. An internal energy market will encourage competition and ensure better prices on energy for consumers.

It will contribute to more efficient use of our energy resources and strengthen Europe's energy security. Europe needs to enhance the production and consumption of renewable energy to secure a stable energy supply and green our economies. The Danish EU Presidency will work to advance negotiations on the

Commission's proposal for an Energy Infrastructure package.

Reaching the 2020 targets is a critical milestone for EU's climate and energy policy. But it is also crucial that we look beyond 2020. It must be a priority for the EU to get a clearer picture of further milestones towards the ambitious 80-95 percent emission reduction below 1990 levels in 2050. The Commission's Low Carbon Economy Roadmap 2050 shows us a cost-effective pathway towards 2050. The Energy Roadmap 2050 put forward by the Commission just two weeks before the Danish Presidency, presents good guidance on the journey that European governments now must embark on.

A key factor in this regard will be creating the right framework conditions and incentives for the private sector to make long-term investments in green innovation – and green growth. The European Council's conclusions of 9th December last year send a clear signal that urgent progress in negotiations on the two roadmaps is needed. The Danish Presidency will table a comprehensive discussion on which path will lead the EU to a near carbon neutral and resource efficient energy system by 2050.

An important aspect of EU energy policy is relations with third countries. The proposed decision on an information exchange mechanism with regard to intergovernmental



energy agreements with third countries will be a high priority for the Danish Presidency.

The decision is key to securing coherence in external energy relations. It is important that the mechanism be organised in a manner that creates the right balance between the need for transparency, flexibility and room for manoeuvre for the member states as well as protection of sensitive information.

Finally, the EU can and should continue to lead the way in the international climate negotiations. But it is important to remember that Europe cannot go it alone in the global combat against climate change. The Danish Presidency will work to ensure proper follow up after COP17 in South Africa. Durban gave us a valuable alliance with the Least Developed Countries and the Alliance of Small Island States, but also left a number of political questions to be dealt with in the coming months. The Danish Presidency will do its utmost to provide an ambitious and coordinated EU position for Bonn and COP18 in Qatar.

In this time of crisis, Denmark is ready to chair the Council of the European Union and meet our common climate and energy challenges with a strong belief that green growth is part of the solution for Europe. We will work to achieve tangible progress in close and trusting cooperation with member states and EU institutions.



Randers Kommune

Inspiration towards globalization

Historically rooted in heavy industry and trade, the city of Randers has embarked on a fundamental transition to knowledge-intensive production and experience economy. Now is the time to focus on globalization.

The Municipality of Randers has taken the initiative to create *Industry Smart Center Randers* – a business-driven partnership between production companies, knowledge institutions, and local and regional authorities dedicated to maintaining and developing attractive jobs in the industrial sector.

With Industry Smart Center Randers, we will actively support network and cluster activities of enterprises in the manufacturing industry. In addition, we will organize and launch competence-building activities and training, and we will support close collaborations between industry and academia. We will develop new public-private partnerships between the municipality and businesses as well as new strategic business-to-business alliances between companies.

An inspiration to Europe

It is the ambition that Smart Center Randers will become a best practice example that shows how industrial production can both be maintained and further developed into a highly profitable industry in high-wage regions. We believe that Industry Smart Centre Randers has the potential of becoming a model case for similar development projects in cities across Europe.

Planet wise

Second, building on its 16 years of success as a major Danish tourist attraction, Randers Rainforest will develop into *Planet Randers* (working title), the largest zoo in the World and an international

center for the preservation and strengthening of biodiversity through ground-breaking and unique experiences.

With a construction cost total of 215 million Euro, an estimated 1 million yearly visitors and a turnover of 38 million Euro, the direct and derived effects of Planet Randers on the local and regional economy will be substantial. Planet Randers rests on three pillars:

The first pillar is the World Dome Complex, a 63.000 m² indoor travel around all the climate zones of the World, giving visitors the opportunity to discover, first hand, the wonders of biodiversity. An integral part of the exhibit, world embassies will connect visitors to natural environments and ecosystems around the world and communicate the interplay between nature and human culture. In addition, the exhibit will integrate accommodation, dining, wellness, and shopping. World Dome Complex will revolutionize the way we conceive of experience and tourist attractions. The ambition is to create an iconic building complex which will give more to nature than it takes away.

Second pillar: 750 acres of open landscape, The Gudenaa River Valley Nature Park will be a living gene bank containing wild Danish animals and original Danish species of crop and livestock threatened by extinction. Travelling from prehistoric time to a possible future, the visitor will experience the flora and fauna of Denmark in natural as well as man-made settings.

Thirdly, The Planet Randers Bioinnovation Center will host partnerships between research institutions, industry, NGOs, and public authorities dedicated to sustainable and commercial use of biodiversity in food production, construction, and experience economy.



“Building on our history, our knowhow and our creativity we can look forward to many of the future challenges. The most important thing is to look at one's current strengths and develop them into future competitive advantages in a globalized economy.”

Henning Jensen Nyhuus, mayor of the City of Randers says.



The municipality has around 96.000 inhabitants. Randers is situated in East Jutland just north of Aarhus.

Fredericia Municipality intends to counteract future labour shortages in the public sector through radical innovation. We wish to develop a new understanding of welfare based on the view that people are responsible for their own lives and want to contribute to their local community.

Projects on elderly care and waste management are already well underway. A project on improving the labour market will follow in the near future, as will a project to free up resources for volunteer work among the municipality's 50,000 residents.

Fredericia - Forming the Future

Lifelong Living

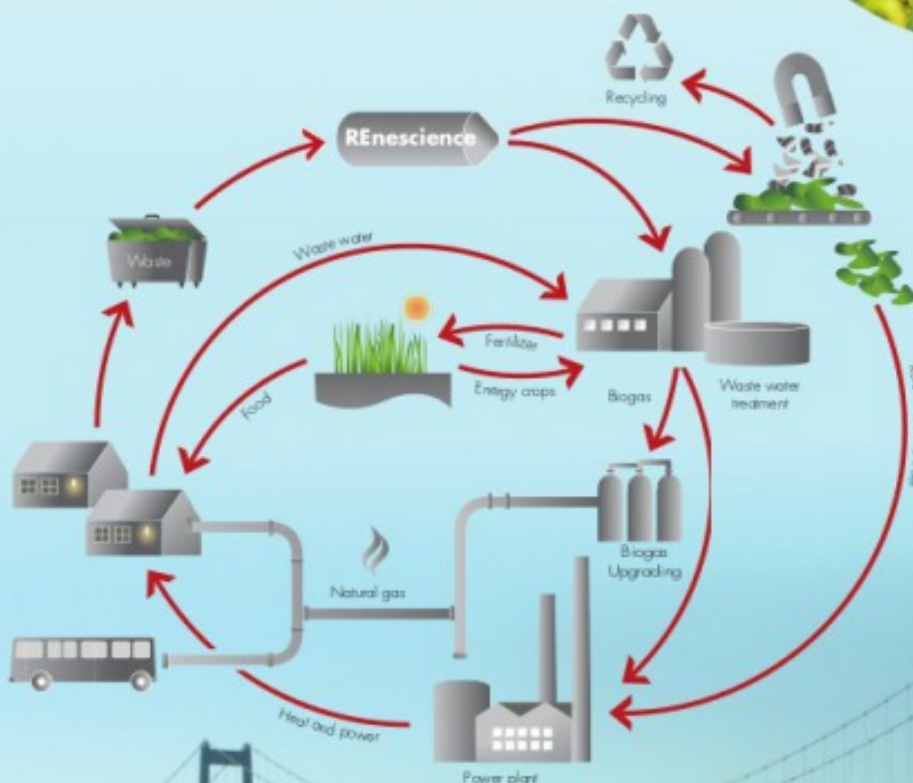
With the Lifelong Living project, we have shown that it is possible to radically restructure municipal services with less staff while improving residents' lives. In this project we break with traditional notions of good care by focusing on rehabilitation and prevention. This helps the elderly and others in need of care to live independent lives, resulting in satisfied citizens and staff and significantly lower costs for care. In 2010, the municipality of Fredericia received Local Government Denmark's major innovation award for this project.

Find further information on: www.lmiel.dk



From Garbage to Gas

We want to transform sewage and domestic waste from an expensive problem to a valuable resource for local energy production. In a public-private innovation partnership with the international energy company DONG Energy, we plan to utilise the new 'REnescience technology', which makes it possible to convert household waste into biogas. The biogas is then upgraded to natural gas quality and piped out to citizens via the natural gas grid. In future, the city's buses and refuse trucks will also run on waste.



FREDERICIAMUNICIPALITY
www.fredericia.dk



FREDERICIA
FORMING
THE FUTURE

Danish-Swedish partnership on dropout-prevention

Move & learn

Reciting mathematical tables and catching a ball at the same time. A relay race instead of a traditional test in history. How can such activities contribute to the academic performance, lower dropout rates and wellbeing of High School students?

Looking at pictures from a workshop at Copenhagen Open Gymnasium in Denmark about "Brain-brakes" and "Move & Learn" exercises gives a hint: it creates a pleasant atmosphere and a higher sense of cohesiveness in the group of students. The teacher of the workshop could even tell the impressive results of the effects of these working methods.

At the American school Naperville Central High School, it was proven that physical exercise during the school day gives significantly better test results – particularly in mathematics where the test results were improved by 20% in three years.



The workshop was part of the activities in the Interreg-project **Preventing Dropout**. "We believe that the physical and mental wellbeing of the students is a major key in the work with retention," says Kristine Hecksher, project manager of **Preventing Dropout**. "If the students feel at ease and notice that it matters to their classmates and teacher if they are present, we have taken an important first step in terms of retention."

Preventing Dropout in the Region of Oresund

Preventing Dropout is a project supported by the Interreg IV4-programme and the Capital Region of Denmark and counts 14 schools and organizations in the region of Oresund. The main goal of the project is to create a platform where upper secondary and vocational schools in the region can identify, develop and test methods of best practice in order to reduce the number of early school leavers. The project is to be seen as an effort to reach the goal of Europe 2020: "the share of early school leavers should be under 10%." (Europe 2020, com 2010, p.3).

In Denmark it has been a national goal for the last ten years that at least 95% of a youth generation should complete upper secondary school or vocational training programmes by 2015.

Marianne Stendell is Chairman of the Committee for Education and Research in the Capital Region of Denmark. She welcomes the initiative: "Motivating young people to education is a top priority for the capital Region of Denmark and I am certain we can learn a lot from each other across national borders. Education is the key to economic growth and I hope this project will identify new methods to prevent dropout."

One common region

It only takes 20 minutes to cross the bridge between Copenhagen and The City of Malmö. Another purpose of the project is to make teachers, counselors and principles of the region meet on a regular basis and share experiences, teaching materials and analyze classroom interaction.



"We are working extremely dedicated in both countries to reduce early school leaving. There is a huge potential in this kind of knowledge-sharing and interaction", says Sofia Sjödin, international coordinator of Malmö Stad.

The Green Priorities of the Danish Presidency

By Dan Jørgensen MEP, Member, Danish Social Democrats in the European Parliament

The Danish Government has taken over the Presidency of the EU in one of the most difficult moments in the history of the community. But even though the economic horizon looks dark, we simply cannot afford not to invest in the green agenda. As environmental problems become increasingly more serious and resources become scarce, tomorrow's successful economies will be the ones that embrace the green agenda – not the ones who try to delay it.

Therefore green growth will also be one of the main priorities of the Danish presidency.

Resource efficiency

Firstly, the EU needs to improve its resource- and energy-efficiency, as this will both serve to improve the environment, and be an important step in the direction of green growth.

Increased resource-efficiency will be sought through many different instruments. Among the most prominent will be the work on the framework for the 7th Environmental Action Programme. The Danish Minister for the Environment, Ida Auken, recently stated that she sees the Environment Action Programme as a great opportunity to enhance resource efficiency in the European Union.

A related key priority will be the Energy Efficiency Directive, which the Danes hope to conclude within their Presidency. The Danes will work to secure an ambitious directive, and generally work to secure the adoption of initiatives promoting energy efficiency so we can reach the 20 % efficiency goal in 2020.

Integrating green considerations in more EU-policies

Secondly, the Danish presidency needs to focus on how to integrate energy, climate and environmental considerations in more EU-policies.

The Danes will chair important negotiations on a reform of the Common Agricultural Policy. Here the task will be to direct the CAP in a sustainable and green direction. The Commission has proposed a CAP reform which includes a 30 % greening of the direct payments to the farmers. It will

be a big challenge to make sure that this proposal is not watered down by short sighted economic interests during the negotiations. The CAP reform should, among other things, aim to improve the biodiversity management and to

reduce the greenhouse gas emissions from agriculture.

A clear green focus will also be sought in the fishery policies, where the Danes will work towards an increased use of selective fishing methods, in order to reduce the catch of unwanted catches.

Related to this, the Danes will work towards promoting a well-functioning internal market for energy through expansion of the European energy-infrastructure which will increase competition, give consumers and companies lower electricity prices, and make it easier and cheaper to integrate increasing quantities of renewable energy into the energy network.

Climate action

Thirdly, the Danes will seek to secure a continued ambitious European climate action strategy. Particularly, the Council will follow up on the results of the international climate negotiations, and prepare for further international negotiations.

Additionally, the Council will work on the conclusions on the Commissions Low Carbon Economy Roadmap 2050. In relation to this, I know that it is a priority of the Danes to work on the adoption of conclusions stating what actions that should be taken in the coming decades, in order to reach the long term goal of reaching 80-95%



reduction of greenhouse gas emissions by 2050. The Presidency will specifically seek to secure, that the incentives to promote energy efficiency are adequate, so that the goals can be reached.

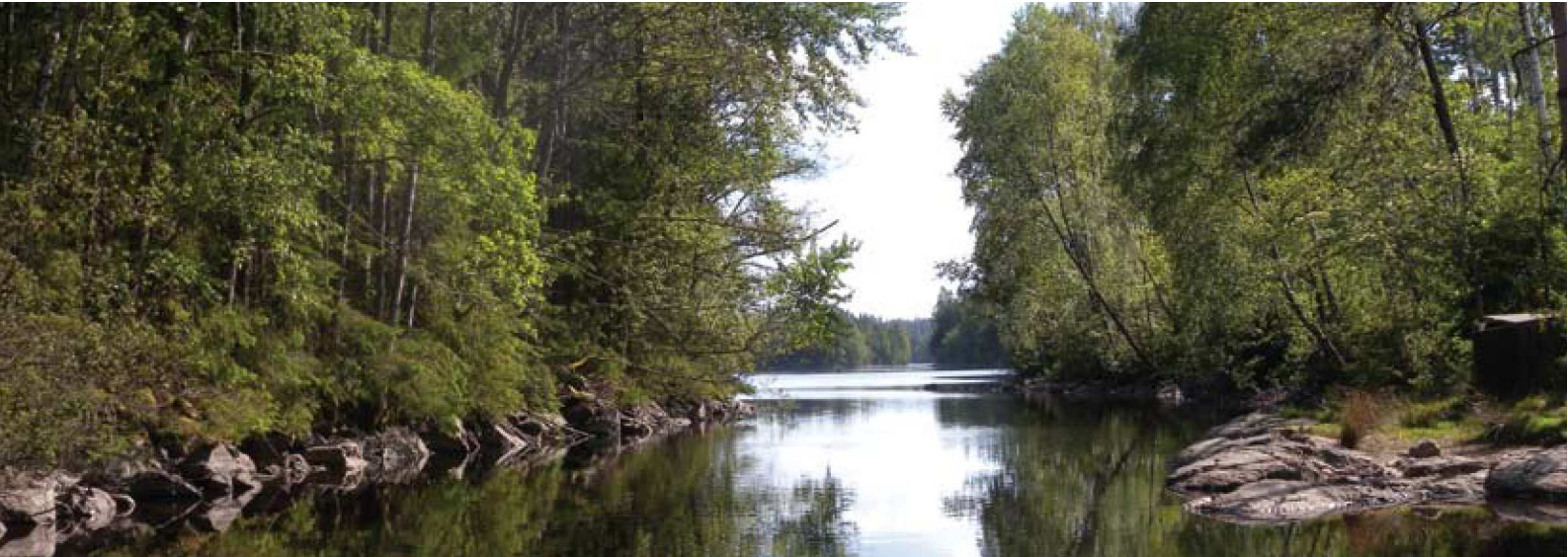
Denmark as the good example

Energy-efficiency, the greening of important EU-policy areas, and a continued ambitious EU climate action effort: These are some of the main priorities in the ambitious Danish green agenda of the Presidency. But do they have a chance of succeeding?

It looks like a difficult mission. But I think that it gives Denmark some credibility that the country itself is showing the way by introducing very ambitious environmental targets itself.

The Government pledged, soon after its inauguration, very ambitious environmental goals, among them a commitment to reducing the reduction of CO₂ by 40 % in 2020, and a commitment to making windmills generate 50% of the electricity in 2020.

There is therefore no doubt, that the green agenda is not mere intentions. The Danish Government is extremely committed to the green agenda. This will hopefully result in important steps being taken in the direction of a greener and more sustainable future.



Protection and value creation – nature protection as a resource for sustainable economic development

How does one conduct business development in and around protected natural areas? This was the challenge for participants of VER-DI. The idea was to learn from and co-operate with each other in order to find the best solutions. At the same time one must keep in mind that the five participating nature areas, and the areas they are located in, are very different. From Danish cultural landscapes to deep forest areas in Norway and Sweden.

The VER-DI project had set a long list of goals within the development of attractions, activities and competencies, new access to promotion and development of local foods, goals that the project has succeeded in achieving.

Co-operation has been established between players, activities such as guided walks have been developed, competence development for guides has been carried out, in addition to a wide range of initiatives. All together, something that contributes to increasing the attractiveness of the areas for the benefit of the local population and tourists.

Fine results have also been achieved in work regarding local food. In Norway, VER-DI succeeded in getting more locally produced food on the menu in local restaurants. In Mols Bjerger, a branding concept called "Molboret" was developed in order to increase the knowledge of quality foods produced in the area.

Promotion of nature, culture and experiences is an important part of turning a visit to a nature area into an experience. In VER-DI, a mobile phone application was developed precisely for that purpose. Using it, the visitor can find exciting locations, routes and information about the park's facilities, nature and fauna.

Network and nature areas as destinations

Working with nature areas with a view to business development has been new for all participants. Particularly in Trillemarka-Rollagsfjell and Fegen nature areas had prior to VER-DI not been thought of as coherent tourist destinations that could be collectively marketed.

With a greater focus on nature areas as destinations, the players in the area have succeeded in establishing co-operation across municipal boundaries and creating a local consciousness about the value and potential of the areas. In Fegen, for example, work is being done to attract tourists from the coast and many kilometres of cycle paths are currently under way.

The project will be completed this summer and there is no doubt that the work with developing the areas for the benefit of locals and tourists will continue in future.

Nature areas that participate in VER-DI are:
Trillemarka-Rollagsfjell Nature Reserve (Norway)
Hardangervidda National Park (Norway)
Fegen Nature Reserve (Sweden)
Mols Bjerger National Park (Denmark)
The future Skjern Å National Park (Denmark)

The project has a total budget of 2.5 million Euros, half of which comes from the EU Interreg IVA Programme for transnational cooperation in the Kattegat-Skagerrak region.



Additional information is available from the Project Manager:
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You can also visit the project's website: www.ver-di.eu.



A MUNICIPALITY-NGO PARTNERSHIP SUCCESSFULLY IMPROVES NATURA 2000 VALUES IN DENMARK

For the first time as a coordinating beneficiary a Danish municipality received EU LIFE+ Nature program funds in 2010. The funding is dedicated to maintaining and improving the Natura 2000 values at the Bøjden Nor area on Fyn in Southern Denmark. The LIFE "Connect Habitats" project is presented by Faaborg-Midtfyn Municipality in cooperation with the NGOs "Foundation for the Protection of Birds" and the "Karen Krieger Foundation".

Bøjden Nor is part of the European Natura 2000 network. Within these areas the environmental authorities have a special obligation to maintain and improve the nature values. Bøjden Nor consists of a shallow coastal lagoon surrounded by salt meadows and remnants of dry grasslands. During the Natura 2000 planning process the conservation status of these habitat types has been assessed. The conclusion is that the conservation status is highly unfavourable due to a number of threats ranging from fragmentation, overgrowth with trees and shrubs, and desiccation. In addition, the conservation status is poor due to excessive nutrient enrichment from the catchment.

In the "Connect Habitats" project the main objective is to contribute to obtaining a favourable conservation status through restoration of a semi-natural habitat presently evaluated as being a national priority for nature restoration efforts. Thus, by land purchase this project targets dry grassland restoration which has a significant potential to develop both qualitatively and spatially at Bøjden Nor. By decreasing the nutrient impact from the catchment a secondary objective is to be able to contribute to obtain a favourable conservation status of the coastal lagoon and the salt meadows. In addition, new habitats will be created to benefit the endangered amphibian *Bufo calamita*.

"The Bøjden Nor project is a very clear example of how the Danish municipalities can deal with the demanding issues related to management and improvement of the most fragile Danish nature," states Grete Justesen, Chairman of the Faaborg-Midtfyn Municipality's Environmental Board. She continues, "According to the Habitats Directive the Danish Ministry of Environment has just published the Natura 2000 plans setting the level for the future management efforts in the valuable Natura 2000 areas. The project in Bøjden Nor clearly shows that the municipalities are prepared and ready to realize the plans and to put action into force. In this context it is also important to draw attention to the NGOs – e.g. the Foundation for the protection of Birds – that can become important partners in future Natura 2000 projects".



*Bøjden Nor coastal lagoon surrounded by salt meadows. Agricultural areas in the background will be converted to dry grassland in 2013.
Photo by Helle Hjorth.*



The project area is 91 hectares. When the project ends in 2013, 25 hectares of arable land would have been converted to dry grassland with a mosaic of small wetlands and *Bufo calamita* ponds. The construction works take place during the winter of 2012. Visitors are invited to explore the restored area in the coming spring.

The budget is €1,154,000. Of this the EU holds 50% while the Karen Krieger Foundation holds 30%, the Foundation for the protection of Birds holds 6% and the municipality itself holds 14%.

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The project area (in red) within the EU Habitat area (in blue). © Faaborg-Midtfyn Kommune and Grundkort Fyn.

LIFE + PROGRAM SUPPORT FOR THE RESTORATION OF RAISED BOG AREAS IN SOUTHERN DENMARK

Tønder Municipality has obtained funding from EU's LIFE+ Nature program which makes restoration of the former raised bog in Sølsted possible. With €1.2 million from the EU and €0.8 million from the project partners the restoration will be carried out in the next 4-5 years.

The Sølsted area is designated as a Natura 2000 area due to its bog nature types and due to the occurrence of Weather fish (*Misgurnus fossilis*). In the national Natura 2000 plan the aim is to convert the degraded bog structure into the original raised bog ecosystem. Raised bogs are one of the most threatened natural habitat types in Europe. With the LIFE+ project this ambitious goal can now be fulfilled and the Mayor of Tønder Municipality Laurids Rudebeck expresses his happiness with the project: "The Sølsted area is one of the most important nature areas in our municipality and now it becomes possible to secure and develop unique habitat types to benefit plants, animals and nature loving people. We look forward to bringing this project to fruition".



Map showing the 198 hectares of project area (in red) at Sølsted. Note the location in Denmark.

The project has been developed throughout several years in the form of technical surveys and detailed discussions with the landowners. This work has been vital to be able to obtain the LIFE+ funding and Mayor Laurids Rudebeck stresses that the project can now be carried out through constructive cooperation between the twenty private landowners and the municipality. The landowners are also satisfied with the process and express their willingness to find sustainable solutions. An important tool in this context is a land consolidation process which will provide replacement land for the areas to become a raised bog.

Tønder Municipality is the coordinating beneficiary designated by the EU. However, it is the largest landowner in the project area that provides most of the national economic contribution. Thus, the Foundation for the Protection of Birds has obtained important and generous economic contributions from the Danish foundations of "A.P. Møller og Hustru Chastine Mc-Kinney Møller" and of "15. Juni" and is responsible for 75% of the national funding. "The LIFE+ project makes it possible to realize an old dream. With hydrological improvements the conditions for development of the rare raised bog ecosystem will become optimal and we look forward to implementing the project together with the other landowners in the area," says Martin Iversen, Chairman of the Foundation for the Protection of Birds. Contributing to dissemination actions, the Danish Nature Agency is also involved in the project.



The funding from the EU became a reality in the summer of 2011. Since then the project has been carried forward by the municipality and negotiations with the landowners have begun. In return for economic compensation the landowners must accept an increased groundwater level on their properties in the Sølsted area and a clearance of trees and shrubs. Special care will be taken to maintain and eventually improve the habitat for Weather fish and new facilities will welcome visitors in 2015.

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Aerial photo showing the varied vegetation structure of the Sølsted project area (in red). © JWluftfoto.

Waste Innovation – We need EU Solutions

By Christian Fischer, Chief Consultant, Copenhagen Resource Institute

It is only 15 years since the EU started the political process to introduce obligatory recycling levels and limits for landfilling. In the intervening time, EU Member States have succeeded in changing waste management; waste is increasingly regarded as a resource and not just something to get rid of and we now recycle more of our waste. There is still a long way to go, but we have started to move the tanker.

Increasing recycling and improving sustainable material management is a top priority within EU. Better waste management is not only important from an environmental and resource point of view, it also creates jobs, contributes to a greener economy, and can provide Europe with a secure supply of critical raw materials. The EU's Roadmap to Resource Efficiency describes as an ambition that "waste is fully managed as a resource by 2020". This requires many different initiatives, including the full implementation of EU legislation and targets. Full implementation can, in the main, be based on existing technologies and systems, but for certain waste types, systems and behaviours, further innovation is required. Many of these challenges are common among the EU countries. There is no reason for each country to reinvent the wheel - instead we need European solutions to tackle these problems. Based on research undertaken by Copenhagen Resource Institute I will mention some examples:

Composite waste from windmills

Windmills are marketed as green and sustainable products for the production of renewable energy. In some EU countries wind power is already an important part of the energy supply and in the future it is expected to play an even larger role. However, the currently employed end-of-life treatment of windmills is far from sustainable: the majority of composite (glass fibre) parts are landfilled and as a result the resources in the waste are lost forever. In order to fulfil the claim that windmills are a sustainable product, the end of life treatment needs to be improved. This calls for new technology that can properly process and recycle end-of-life windmills (the life expectancy of a wind turbine is 20-30 years).

Improved recycling of Waste Electrical and Electronic Equipment (WEEE)

It is primarily the more common metals in WEEE such as iron, copper, aluminium,

that are currently recycled. However WEEE also contains other rare or critical metals, which are characterised by a dissipative use – that is to say they are used in small amounts in a multitude of application areas or products. These critical metals are not currently recycled in significant quantities. This is not only an environmental problem and a resource problem: limited availability of critical metals in the EU could hamper the production of new technologies by European industry in the future. Access to these materials is particularly important in, for example, sustainable energy technologies and information technology.

The existing recycling infrastructure of WEEE - the current form of collection and recycling techniques - has not yet focused on this problem, resulting in many of these metals being lost. The dismantling and pre-processing of discarded products in particular need to be greatly improved to enable the recovery of more material. Recycling of critical metals can play an important part in fulfilling strategic objectives in the EU on securing access to metals such as for example Coltan, Indium and Lithium.

Fly ashes and air pollution control residues from incineration

The incineration of waste generates fly ash and air pollution control residues (ACPR). This waste is hazardous and no satisfactory solution has yet been developed for the recovery or permanent landfilling of this waste. Much of the waste is stored in German salt mines and on an island in the Oslo-fjord in Norway. However this is not a sustainable solution in the long run.

Methodologies to separate and stabilise/solidify the fly ash and the ACPR waste before landfilling have been developed but these have mainly been on a pilot scale with costs that are higher than those offered by underground storage in Norway and Germany. So far there have only been limited results in relation to a real recovery of fly ash and the ACPR. We need further innovation in this area.

Ashes from combustion of biomass

Biomass is increasingly being used for energy production in many European countries. The ash residues from the incineration process are to a large extent

landfilled due to their content of heavy metals. However, the ashes also contain a high content of essential plant nutrients such as potassium and phosphorus. Phosphorus is a limited resource that needs to be recycled. The recovery of plant nutrients from ashes is an important element in rendering the use of biomass for energy a sustainable solution, and one that requires innovation.

In addition, in my own country, Denmark, intensive livestock production is leading to an over fertilization of soils with phosphorus. Other European countries with intensive livestock production are facing similar problems with phosphorous saturation. One solution to increase phosphorous recovery and reduce the amount going directly into the field is to separate manure. The fibre fraction of manure contains the main part of the phosphorus and incineration of the fibre fraction results in ashes with high phosphorus content. The phosphorus in the ashes can then be recovered and used in fertilisers.

Nano-waste

Use of nano-materials has increased over the last fifteen to twenty years. The potential problems from nano-waste represent a challenge to the established waste management system. Today it is unclear whether waste containing nano-materials should be considered and treated as normal waste, hazardous waste, waste for incineration and/or landfill or even as radioactive waste.

Recycling of waste is a long-term goal, but there is little knowledge whether recycling of materials containing nano-particles is feasible in the long run. A first step should be to focus on mapping of the generation of nano-waste and monitoring flows of nano-waste.

Summary

Eco-innovation to promote recycling and sustainable waste management can benefit from EU solutions. The above examples illustrate some of the technical challenges facing waste management systems across Europe. It is important that these challenges are addressed when the Commission presents the 7th Environmental Action Programme for the EU later this year and in the follow up to the Commission's Eco-innovation Action Plan.

Resource Efficiency: the Keystone to Rebuilding Europe's Economy

By Janez Potočnik, European Commissioner for the Environment

In the past century our world has made enormous strides in terms of economic growth and technological development. However, in the next century just keeping things as they are will present an enormous challenge. We will need to greatly increase the efficiency with which we use resources, restructure our economies and make huge technological advances.

Resource efficiency is a broad theme that encompasses all material and natural resources, from food, timber and biodiversity in the widest sense, to energy, metals, soil, water, minerals, our atmosphere and land. All of these are being used up at an unsustainable rate. There is now a clear need to move to a green economy, decouple economic growth from the use of natural resources and stimulate markets through both regulatory and market-based instruments. The private sector will have a key role to play, delivering green growth through trade, investment, research and development, innovation and resource efficiency.

The plain fact is that our development has been based on an unsustainable use of the planet's natural resources. The 'great acceleration' of the 20th century saw our economic output grow 23 times, while our resource use increased 8 fold at the expense of our natural capital. With the world population growing rapidly and consumption and expectations in developing nations rising, we will need three times more resources by 2050. And we live on a planet with finite resources. There is therefore no prospect of sustainable growth unless we become more resource-efficient.

Environmental concerns must be integrated into other policy areas like industry, energy, agriculture, fisheries and transport. The European Commission's recent Roadmap to a Resource-efficient Europe spells out a vision of how to do this, with the aim of transforming the EU economy to make it more competitive and inclusive by 2050. The Roadmap proposes a growth path that respects the planet's natural limits. It contributes to a global economic transformation and enables high standards of living, with environmental impacts that our planet can bear. We must not underestimate the natural value of our environment: pollinators alone are worth



£430 billion per year to UK agriculture. Poor accounting of the value of our environmental assets leads them to be undervalued in policy and decision making. The transition to a Green Economy means ensuring growth is sustainable in the long term and policies facilitate green growth; natural resources are used efficiently, with minimal waste going to landfill; and the economy is increasingly resilient, less reliant on fossil fuels and more prepared for environmental risks, such as flooding.

Worldwide demand for environmental technologies, products and services is growing rapidly even in these difficult times, and it's an area where Europe has much to offer. Recently, the European Commission launched the Eco-Innovation Action Plan, which will accelerate eco-innovation across all sectors of the economy with well targeted actions. To help create stronger and more stable market demand for eco-innovation, it will take measures in the areas of regulatory incentives, private and public procurement and standards and it will mobilise support for SMEs to improve investment readiness and networking opportunities.

As the first practical fruit of the Eco-Innovation Action Plan, the European Commission also launched a new instrument to help companies that are developing innovative environmental technologies. The Environmental Technology Verification (ETV) pilot programme will provide independent

verification of the performance of new environmental technologies. ETV services are intended in particular for Small and Medium-sized Enterprises, which may find it more difficult to prove the performance of new technologies than larger manufacturers. ETV should reduce the need to multiply demonstration sites or to repeat test campaigns for different markets. It could also facilitate exports to non-EU markets such as North America and Asia, where the ETV approach is progressively recognised.

We are all aware of claims in some quarters that now is not the time to invest in environmental protection and that our focus should be on jobs and growth. This is a much too short term view of the world. After decades of carefree – and careless – growth, we need to pay more attention to the limits imposed by the Earth's natural resources and to the needs of future generations. We need sustainable jobs and sustainable growth and if we fail to transform our economies, fail to deal with the loss of biodiversity and the loss of natural resources then we will find ourselves in a much greater crisis further down the road. It is clear that we need to apply the same ingenuity and innovation to improving our resource productivity now, as we did to improving our labour productivity in the past. We need to understand the value of our natural capital and consume sustainably. After all, in the words of Mark Twain, 'the world doesn't owe you anything. It was here first.'

Rethinking the Environmental Policies of the EU in the Context of Ecosystems

By Professor İlhan Talinli, İstanbul Technical University, Civil Engineering Faculty, Environmental Engineering Dept, Maslak İstanbul Turkey

Recent years have witnessed increased awareness of the human impact on environmental change. Today, it's clearer than ever that the sustainability of any policy is governed by restrictions posed by environmental factors. Therefore, environmental policies should supersede all other types of policies.

An ecosystem, by definition, is a system formed by the interactions of living organisms with their surroundings. An environment, then, can be defined as a collection of ecosystems that exist within a particular area. In such a system, all sub-systems such as air, water, soil, wildlife etc, try to reach a balance that's known as the ecological balance. The process of reaching this balance is governed by the laws of nature, refined by millions of years of evolution. These laws, unfortunately, are often neglected when humans draft the laws and policies that govern society.

For example, the Montreux Convention of 1936 guarantees free passage to vessels through the Bosphorous and Dardanelles straits, even though the environmental impact of such traffic requires strict regulation, especially since both straits have been declared a World Heritage.

Civil Disobedience

It is the responsibility of policy-makers to seek out the benefit of the environment in their decision making. Most civil disobedience cases are against policies that neglect the impact to the environment for the sake of increased profits. It is this disregard for the environment in the name of globalization and progress that Vandana Shiva refers to when she says "old colonialisation only took over land, the new colonialisation is taking over life itself".

A recent example from Turkey saw natives protest at gold mining with cyanide extraction. Even though gold mining was going to improve the economy of the region, the natives realized how harmful cyanide extraction and the resulting hazardous wastes could be to their environment, and took a stand to prevent the project.

Nowadays, trends in the developed countries are beginning to shift from fossil fuels and nuclear power to more sustainable renewable energy sources such as wind and

solar. Germany and Spain are world leaders in electricity production from wind. In fact, Germany has already shut down five nuclear power stations and is planning to shut down the rest in a phased approach over the next decade.

Unfortunately, these promising results also come with some disheartening news from elsewhere in the world; the aging technologies used in fossil fuel and nuclear power generation are now being offered to developing countries. Turkey, for example, is walking into a trap led by nuclear lobbyists; even though there is enormous potential for wind and solar energy in the Anatolian ecosystem, Turkey is planning to build her own nuclear power plant, without any concern for the fate of radioactive waste or the impact on the ecosystem.

On July 28, 2010, the General Assembly of the United Nations declared that "safe and clean drinking water and sanitation is a human right essential to the full enjoyment of life and all other human rights", with 122 votes in favour and zero votes against, while 41 countries abstained from voting. The USA, Canada and the UK, world leaders in the commercialization of water, abstained from voting. Unfortunately Turkey followed suit. Can the 122 votes in favour be classified as civil disobedience?

In all of the above examples, it should not be the actors of civil disobedience who should be judged, but those who write the policies without any regard for their impact on the environment.

Ecosystem Borders vs National Borders

Blanket environmental policies created by many nations often fall into similar pitfalls; it should be the ecosystems in a particular area that govern environmental policies, not national borders. Environmental criteria for each ecosystem might be different; for example, the unique geography and culture of the Anatolian peninsula with its history, wildlife, natural resources, wind patterns, etc, can create ecological dynamics that are not compatible with the environmental policies enforced by the EU.

Those who attempt to create environmental policies should first understand the laws and dynamics of nature itself, and then create

policies that are feasible, actionable and sustainable.

Below are some examples of some past attempts at policy-making (some successful, some not):

- Polluter pays – do the rich have the right to pollute?
- Sustainable development and environment – once the bearing capacity of an ecosystem is breached, that ecosystem cannot even support life let alone development. Sustainable development, therefore, cannot be achieved by increasing GNP, but by sustainable ecosystems.
- Zero pollution approach – there is no such thing as zero pollution, however, there is an optimum treatment rate for all facilities, which can minimize pollution.
- Ecofriendly product / energy – both production and consumption can be eco-friendly as long as they don't breach the ecosystem's assimilation rate.

It is natural for each country to create policies that favour their own needs. In the case of developing countries, the most pressing need is obtaining wealth. For more developed countries, who have reached a certain level of wealth, the most pressing need is maintaining that wealth and the living style that comes with it. Ecosystem boundaries, however, are not always the same as national boundaries. Therefore, policies of neighboring countries may be different despite being in similar ecosystems.

In the case of the EU, policies are also governed by the legal framework of member countries. This framework results in a legal procedure that is carried out by regulations, directives, conventions, recommendations and considerations.

In this framework, the main article of the law or regulation should correspond to the main objective of the policy in terms of the vision, planning, programming and implementation steps. Sustainable improvement of the policy can be verified by closing the loop in each step to see if it aligns with the main objective. All the processes in this systematic approach are dynamic, and the legal aspects are flexible.

Below are some core principles around environmental policies:

- Prevention is always better than damage control (environmentally, politically and economically).
- Past lessons should be carefully studied and integrated into the decision making process.
- Any action that might disrupt the ecological balance should be avoided.
- If a project done in one country might disrupt the ecological balance in another, the project should not be permitted.
- In the cost / benefit analysis of every project, impact to the environment should be taken into account.
- Scientific forecasting and feedback mechanisms should be implemented for each action.
- Both prevention and treatment/recovery costs should be the responsibility of the polluter ("polluter pays" principle).
- Policies implemented in developed countries might have consequences on developing countries; these should be taken into account in the decision-making process.
- Protecting the environment should be every individual's duty; and education has a vital role in creating awareness.
- Action level of a policy is dependent on the pollution type; finding the right level and the most economically and environmentally feasible action is essential.
- Creation and implementation of national environmental policies should be coordinated with all countries that might have a stake in the process. Systematic information flow and feedback loops are key in this process. When possible, countries should act together on the common principles of each policy.

A Systematic Approach for EU Policies

The frame of a systematic approach has to be based on a series of Environmental Risk (ERA) and Environmental Impact Assessments (EIA) as well as Environmental

Management Systems (EMS). An EMS Project can make a policy sustainable as long as its feedbacks can be linked back to the policy's objectives through closed loops. If no such linkage can be found, then either the process/model needs to be modified or the objectives.

Management factors are generally reduced to wastes, sources and risks which interact among themselves. Subfactors such as technical, economical, public acceptance and ecosystem characteristics should be

taken into account along with main factors by using multiple criteria decision making methodology. Recycling, recovery, reuse, waste minimization in waste management, eco-friendly products, green production, process modification in source management and accidents, emergency action plans and risk management are commonly used management modes used in an EMS project. The general framework of this model is presented in Figure 1. Such a model may be useful for law and policy-makers alike in their decision making.

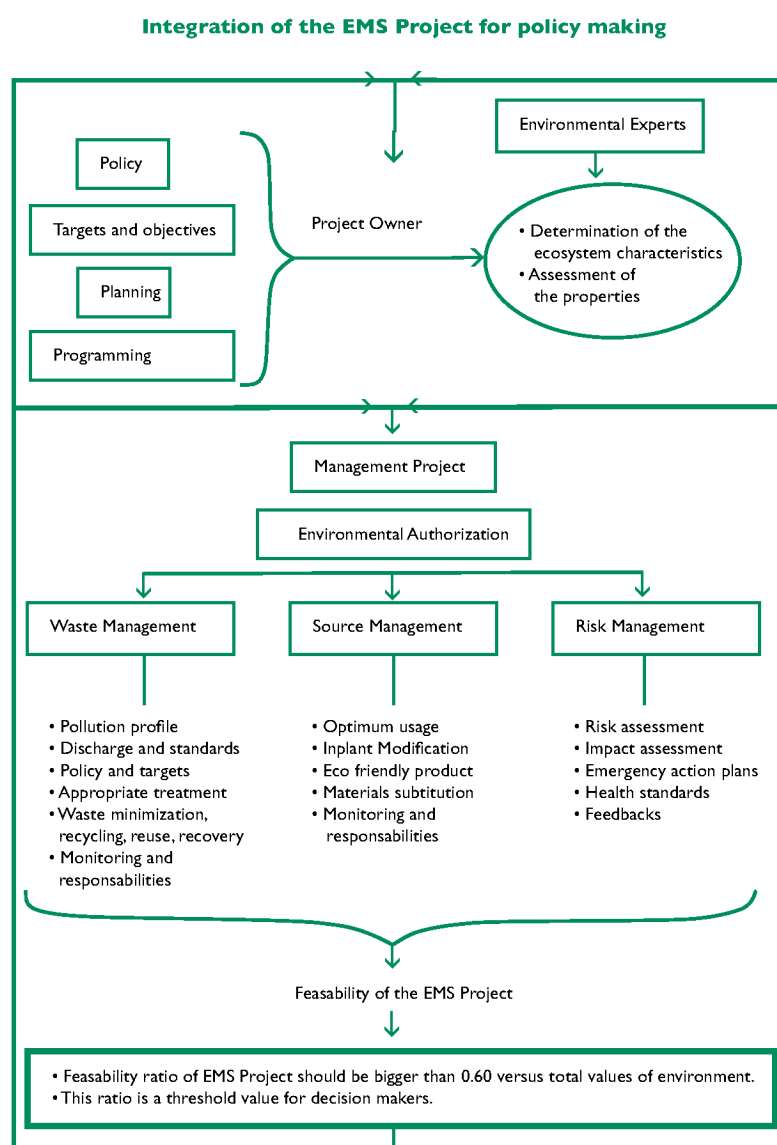


Figure 1. Framework of the dynamic model for policy makers

Four Decades of EU Environmental Policy: Where Next?

By Pieter de Pous, Policy Director, European Environmental Bureau

For nearly four decades now, the EU has been in the habit of preparing long term work programmes called Environmental Action Programmes, or 'EAPs'.

In these programmes, the EU sets out the environmental problems it intends to tackle and how it wants to go about doing this. Number six of these EAPs is running till the end of 2012 and the question now is what number seven should do.

The European Commission for one has been slow in preparing its proposal, spending considerable time on the question whether number seven is still needed, arguing that the environmental acquis is largely complete.

At the same time, the political attention that has gone to surviving the heavy weather the Eurozone is finding itself in and the consequent focus on short term measures, with their effects wearing off in a matter of days at times, has sometimes been at odds with finding long term and more systematic solutions.

The adoption of a clear, ambitious political mandate for the EU to resolve the world's most pressing environmental problems is an essential element of such a long term systematic solution.

The starting point in preparing such a programme should be what the latest science tells us about the state of Europe's environment and what past experience tells us about which policy tools have been proven most effective in solving environmental problems.

To start with the science, the main challenges identified under the six EAPs remain and in some cases new scientific insights show that they have only grown.

A new consensus is emerging that concentrations of greenhouse gas emissions need to be stabilised at 350 parts per million (ppm) rather than the 450ppm as has been the focus of climate negotiations till now.

New insights into the effects of harmful chemicals, their 'cocktail' effects and the lack of knowledge about the actual impacts of new technologies such as nano means

that more action will be needed in the field of environmental health and the assessment and management of risks.

New insights into the harmful impacts on land use around the world of moving from fossil to certain renewable feedstocks in the energy sector means that policies once introduced under the pretext of a climate measure will need some deep re-thinking.

The findings of The Economics of Ecosystems and Biodiversity (TEEB) study and the establishment of the International Panel on Biodiversity and Ecosystem Services are making the case to not only better protect but also to restore biodiversity and ecosystems.

Coming to the measures, four decades of EU environmental policy in which every imaginable combination of instruments have been utilised, from voluntary to directives setting limit values, framework directives defining 'good status', market-based instruments all the way to regulations has been tried and tested and leaves us with a solid knowledge of what works and what does not.

The National Emission Ceiling's Directive has set strict national limits for certain pollutants to be met in 2010 and, with a few exceptions, these values have been met.

The carbon emissions from passenger cars, after almost another decade of stagnation following a voluntary agreement with the car industry, finally started to come down after legally binding CO₂ standards were introduced in 2008.

The establishment of the Natura 2000 network covering now 17% of the European territory has provided strengthened legal protection to Europe's most important biodiversity hotspots from harmful developments.

The fact that the time of untreated wastewater going straight into our rivers is largely a thing of the past in many parts of Europe is a direct result of the Urban Waste Water Directive, having ensured EU member states have made expensive investments into treatment plants. Improvements in the

treatment of the EU's waste streams, though slow and incremental, are a direct result from the EU waste laws.

The EEB is convinced that a strong, ambitious seven EAP is essential to ensure that environmental interests get sufficient priority across EU policies and practices to lead to meaningful reductions in the EU's over-consumption of resources.

There is a need to balance and complement the Europe 2020 strategy with its focus on competitiveness and growth – even if that growth is supposed to be smart, sustainable and inclusive.

There is a need for a visible coherence in environmental policy, especially when that policy is increasingly dispersed across different sectors.

Indeed, it is a mark of the success of environmental integration that environmental policy is so dispersed, but this only increases the need for coherence.

The elaboration of a new EAP will allow for broad ownership shared between the Commission, Parliament and Council, with input from other stakeholders.

It will also serve as an important communication instrument, and it should operate as the environmental pillar of a renewed sustainable development strategy for the EU.

As the Commission is now taking its time to develop its proposal, it will be up to the Environment Ministers and the European Parliament to lead the debate in 2012 about what this proposal should look like, if only to allow for a shorter decision-making process once the Commission finally publishes its proposal.



Clusters make a difference – but it requires the right skills

Everyone talks about it: Clusters and the value they create. But exploiting the full potential of clusters requires skilled cluster facilitators and policymakers who care. The Danish Cluster Academy, **REG X**, offers professional training for both cluster facilitators and policymakers to exploit the full benefits of clusters.

Development of clusters is seen as one of the most important drivers for spurring innovation, competitiveness and growth. But to gain the full benefits of clusters it is not enough to create cluster organisations.

Lotte Langkilde, director of the Danish Cluster Academy, REG X, says:

“ To capitalize on the full potential of clusters it is necessary that all cluster actors have the right mind-set and competences. Companies need to be willing to collaborate, cluster organisations need excellent cluster managers and policymakers need to understand the importance of clusters and create the right framework conditions for clusters to grow. ”

Training for cluster facilitators

REG X has implemented a 6 module training programme for cluster managers. The programme focuses on the competences needed for working strategically and professionally with clusters.

“ During the last year more than 70 cluster facilitators have joined our programme. They have learned from some of the best trainers in the world, including innovation specialists, actors, journalists, academics and business representatives. Our evaluations show, that the skills our participants acquire can readily be applied in their daily work , ” says Lotte Langkilde.

Interactive learning is the cornerstone of the programme – and it works. Participant Steen Sabinsky, cluster manager in the Danish Maritime Cluster, says:

“ It's all about inspiration and networking. REG X is good at providing me with new tools and ideas, that ensure that I create value for the members in my cluster on a daily basis. ”

Policymakers need training too

However, it is not enough to focus on cluster facilitators alone– all parts of the innovation system need to have the right mind-set for supporting the development of clusters. In cooperation with the OECD, two Danish regions (Region of Southern Denmark and Central Denmark Region) and internationally leading universities, REG X launches a specialised training programme for policymakers working with clusters.

Mikkel Hemmingsen, Director of the Region of Southern Denmark and one of the initiators of REG X' Executive Policy Program, explains:

“ With this programme we take cluster development one step further. The Executive Policy Programme will provide us with new knowledge on how to support the development of clusters in our region and how to measure the effect of the investments we make in clusters. ”

Lotte Langkilde, director



Fact box

REG X is a national platform for competence building, knowledge sharing and networking for cluster stakeholders. Learn more at www.regx.dk

A cluster is a group of companies located within close proximity that collaborate on a strategic level with authorities, knowledge institutions and other companies as it gives them a number of competitive advantages which the companies cannot achieve on their own.

Ensuring Strong Environmental Safeguards During the Economic Downturn

By Jean Lambert MEP, Member, Greens/European Free Alliance

Greece's economic problems have played out across TV screens and front pages around the world, with untold column inches and hours of screen time dedicated to the unsettling events. Yet, recently, Greece came under fire from a new source – leading environmental charity WWF warned that the austerity measures being implemented in the country as an attempt to stave off the worst of the financial crisis were at grave risk of rolling back important gains in environmental policy. WWF added that Athens and the country's creditors had failed to address important issues that could have a long term impact on the environment, and thus future well-being, by focusing blindly on short-term economic goals.

Whilst Greece is admittedly an extreme case, a similar tension exists across Europe. It remains a deeply held view that protecting the environment constitutes a net expense to the economy; an expense that is simply unaffordable during times of economic uncertainty.

The fact that environmental concerns have historically faded in times of recession indicates that decision makers and members of the public alike believe that environmental protection represents spending money rather than saving money; or in other words, is profligate rather than prudent.

In 2012, it is clear that for some European governments, the global economic crisis and the implementation of tough, financial austerity measures are being used as an excuse to derail essential environmental policy negotiations and to consign crucial pieces of green legislation to the dustbin.

We need to look no further than to the UK for evidence. Despite claims to lead what would be the 'greenest government ever,' the Coalition Government has since branded environmental policy as a "burden" and as a "ridiculous cost" to the British economy.

The Chancellor's 2011 autumn statement alone saw a £250 million giveaway to the most energy intensive industries, the abolition of a planned rise in fuel duty and a thinly veiled hint at a watering down of the UK application of the EU Habitat and Wild Birds Directive. The Government's proposed changes to the planning laws, presented to the EU as needed to "address

a bottleneck" with regard to economic recovery, talk about "sustainable development" but keep the need for growth as the trump card. This was swiftly followed by a humiliating legal battle over proposed changes to the popular solar Feed-in Tariff – cuts that were then deemed unlawful by the Court of Appeal.

The eternal 'the economy or the environment?' question is a false dilemma. Strong environmental safeguards and a healthy economy can go hand in hand. For example, the European Commission's Clean Air Strategy aims to cut the annual number of premature deaths from air-pollution related diseases across Europe by almost 40 per cent from the 2000 level, which could result in longer, healthier, lives, greater workforce productivity and the stimulation of green industry.

Similarly, the EU-wide commitment to produce 20 per cent of its energy from renewable sources by 2020 under the Renewable Energy Directive is likely to result in more secure energy supplies, lower fossil fuel imports and job creation in the environmental and renewable energy sectors.

There is no doubt that the financial crisis represents a real challenge, but it also presents an opportunity to make a just transition to the green, sustainable economy that we so urgently need. This ambition is partly reflected in the EU 2020 strategy for the coming decade, which aims to guide Member States towards high levels of employment, productivity and social cohesion via the switch to a smart, sustainable and inclusive economy. The strategy contains one of the most ambitious - yet still inadequate - targets to date on the reduction of greenhouse gas emissions as well as goals to move towards a 20 per cent increase in energy efficiency - but falls at



the last hurdle by failing to make this target legally binding.

The Greens/EFA Group in the European Parliament believes that Europe is in need of robust and demanding obligations on energy efficiency and renewable energy as well as measures to promote greener economic policy if we are to emerge from the current crisis on a more sustainable and inclusive footing. We cannot go back to "business as usual". The 'Green New Deal' sets out a comprehensive response to overcoming the downturn whilst transforming the economic and industrial framework to provide a healthy economy and decent living standards for all without exhausting the physical limits of our environment ⁽¹⁾. Quite simply, without such an approach, the world isn't going to be big enough for all of us.

As the current situation stands, the EU is at great risk of developing a severe case of tunnel vision: an overly narrow view and response to the economic crisis will stifle the potential for greater social justice and green investment – investment which makes economic and environmental sense both now and for our longer term future. The response to the crisis can also be the beginning of a more equal, sustainable society, where market rules are never allowed to override fundamental environmental and social needs. Frankly, no other solution will do.

⁽¹⁾ <http://www.greennewdeal.eu/>

Crossborder teaching in Nordic classrooms

The project GNU (Nordic acronym for crossborder teaching in Nordic classrooms) examines how digital technology can support the development of crossborder teaching in four subjects in Nordic schools.

The used technology in teaching will contribute to an increasing knowledge of other pupils in Nordic countries and contribute to a Nordic identity in a common Europe, which in future can stimulate pupils to choose the entire Nordic region as an attractive education and labour market area.

In a three year period, 1000 Nordic pupils, together with their teachers and researchers from the participating universities of applied science, will develop teaching courses focusing on Nordic subject matter. It is a goal to develop a model, which will strengthen new knowledge of Nordic matters, organize and develop a crossborder school structure, include pupils with special needs and use digital technology when relevant.

The project, supported by the Interreg IVA Öresund-Kattegat-Skagerrak programme, is a three year cooperation project between 15 Danish, Swedish and Norwegian partners. University College Zealand in Denmark is lead partner and responsible for the management of 3 million euros, on behalf of 8 Danish and Swedish partners, while Vestfold University College in Norway is responsible for the management of 1 million euros on behalf of the 7 Norwegian partners.

The populations of Denmark, Norway and Sweden can more or less understand each other's languages, especially when effort is put in to speak slowly and without too many lingual metaphors. This lingual unity is also a cultural unity – in the Nordic countries, wars, kings and "knäckebröt" have been shared. This lingual and cultural unity means that teachers in the Nordic countries are obliged to work with a Nordic perspective in their teaching. Furthermore, the lingual and cultural unity gives a concrete possibility to communicate with each other across borders via programmes like Skype and Google – and this is the crossborder teaching approach the project is using. Examples that can be mentioned; a Swedish teacher can, by using a Smart board (digital whiteboard) and video technology, teach Swedish, Danish and Norwegian pupils simultaneously and Danish, Swedish and Norwegian teachers are able to run virtual meetings, where they coordinate teaching and activities between the three countries.

This project creates a unique possibility to develop a Nordic identity, which can be extremely useful in a Europe of regions. Geographically, Sweden, Norway and Denmark are enormous areas, but with a population of less than 20 million, it is a great strength to understand each other's languages and cultures. Thus, pupils working in this project will discover that the entire Nordic area is an attractive long-term educational and labour market area.

The project will also develop organizational models, which can contribute to and inspire schools in other crossborder projects. One of the challenges in the cooperation is the different traditions for organizing and communication within schools in Nordic countries. Headmasters, municipalities and researchers from the three countries are working together on the organizational development.

Marie Falkesgaard Slot, Ph.d. and project manager, mfs@ucsj.dk GNU (Crossborder Nordic Teaching), Education Lab, University College Zealand.



The 7th Environmental Action Programme to set the Sustainability Agenda

By Jo Leinen MEP, Group of the Progressive Alliance of Socialists and Democrats in the European Parliament

Over the last 40 years, the Environmental Action Programmes have provided guidelines for the policy-making in the EU. The European Commission proposed six Environmental Action Programmes since the early 1970s to set out priorities for environment protection for forthcoming years and to provide the basis for legislative proposals. The necessary measures to implement the objectives of these programmes are taken afterwards.

After the first five Action Programmes which were mainly political statements of intent, the 6th Environmental Action Programme (2002-2012) was adopted jointly by the European Parliament and the Council and provided concrete objectives for environmental policy-making in the four main areas: climate change, nature and biodiversity, environment and health as well as natural resources and waste. These main objectives were transposed in seven "Thematic Strategies" on: marine environment, pesticides, soil protection, air pollution, urban environment, natural resources and waste.

On balance, the 6th Environmental Action Programme has provided an overarching framework for environment policy, during which time environmental legislation has been consolidated and substantially completed. On the one hand progress has been made especially in the areas of climate change and waste policy. The climate and energy package proves that climate protection moved high on the European agenda and it even contains legislation which goes far beyond the initial measures set out in the 6th EAP. On the other hand objectives in the areas air pollution, urban environment and natural resources have been missed and additional implementation effort is needed to reach the goals for pesticides and water. The weaknesses of the 6th Environmental Action Programme are related to a lack of implementation of the environmental acquis by Member States and other shortcomings which need to be addressed in the future.

In general, the 6th Environmental Action Programme was helpful to amplify environment and climate protection in the EU. The fact that we're overexploiting our planet's resources has become common knowledge. Thus the need for a drastic



change in our production and consumption patterns has emerged, as continuing with business as usual is not an option anymore. Therefore the EU is moving towards a sustainable, resource efficient and low carbon economy. This ambitious transition demands the commitment of all stakeholders.

In this context, the 7th Environmental Action Programme can play a crucial role as it will address the environmental challenges lying ahead while setting out priorities for 2020 and a clear vision for a better environment for a better life by 2050. For the coming decade, it will be crucial to address the environmental issues with a more coherent and integrated approach that takes into account the links between them.

In the currently drafted report on "the review of the 6th Environmental Action Programme and the setting of priorities for the 7th Environmental Action Programme", the European Parliament highlights that the focus shall be on three "I's": implementation and strengthening, integration and international dimensions. In the first place, poorly implemented environmental legislation leads to a degradation of the state of the environment in the EU and sometimes agreed targets - such as halting the loss of biodiversity by 2010 - are missed.

It's the Member States obligation to implement and transpose EU legislation properly to achieve the goals they passed themselves. With regard to 2020 the 7th Environmental Action Programme will not

create too many targets as the timeframe is too short, but it should rather enforce existing legislation where necessary and integrate emerging policy areas (e.g. adaptation to climate change) to deal with both persistent and emerging environmental challenges.

The main policy areas for implementation are similar to the ones of the 6th Environmental Action Programme: climate change, efficient and sustainable use of resources, environment and health as well as biodiversity. Secondly, the integration of environmental considerations into other relevant sectoral policies - in particular agriculture, fisheries, cohesion policy, transport, industry, energy, trade, employment and research - should be a key priority of the 7th Environmental Action Programme. Therefore existing goals and targets should be examined in conjunction with each other, so as to allow for an appropriate comparison and to ensure that objectives are coherent. Thirdly, the international dimension is gaining importance in the European policy-making. On the one side, the EU will promote its priorities in environmental protection abroad and thus the 7th Environmental Action Programme should have as a goal to integrate environmental considerations into all EU external relations, in particular into development aid and trade agreements.

On the other side, the EU's ecological footprint inside and outside its borders needs to be reduced, hence additional efforts for resource efficiency and resource savings are necessary even in third countries.

These three "I's" will set the EU's sustainability agenda for 2020 as we are still far from a satisfying situation regarding the state of the environment and the need to decrease the pressure on the planet's capacity to sustain demands for resources or ecosystem services. The 7th Environmental Action Programme will reinforce the protection of our environment to increase the quality of life on earth notably by safeguarding ecosystems and their services, halting the loss of biodiversity, ensuring better air quality, less noise, as well as by creating jobs and growth, and by ensuring well-being for current and future generations.

Elsinore demonstrates Green Growth – and shows the way to lower CO₂ emission

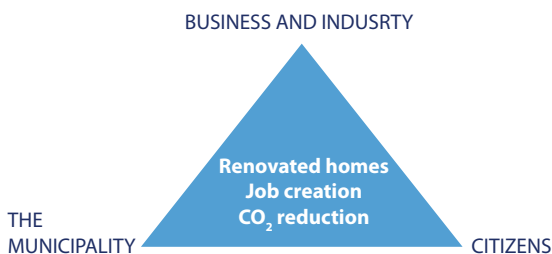
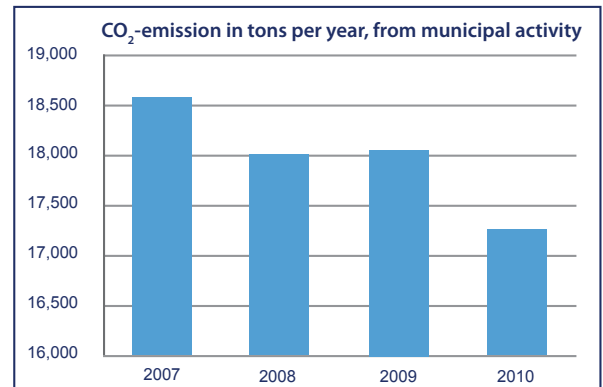
In 2008, Elsinore Municipality entered into a climate agreement with Danish Society of Nature Conservation committing the municipality itself to reducing CO₂ emission by 2% every year until 2025. Overall, in 2008 the activities related to public buildings and transport in Elsinore produced 18,000 tons of CO₂ emissions.

Over the first three years, the CO₂ reduction has amounted to a total of 7,7%. This has been achieved by targeted policies and measures such as energy management in buildings, education in energy efficient driving, greening of the energy supply (more district heating and renewable energy) and a green procurement policy.

Energy renovation of private homes

After having dealt mainly with reducing emissions from public activities in Elsinore, the focus has been broadened to include the citizens and enterprises. The Municipality has invited the local community to improve the housing standards through energy and climate renovation. In Elsinore, citizens can get information on the energy saving potential through building renovation. The Municipality has provided a calculator that the citizens can use to get specific information about their dwellings' energy consumption and suggestions to improve it. These include an overview of the needed investment, saved energy and pay-back-time.

Having increased the availability of information on the energy saving potential in the local community, the Municipality aims to encourage building renovation to reduce energy consumption. It hopes that this activity can drive the creation of new jobs and green growth locally.



Green Growth: a win-win-win activity for the Municipality of Elsinore

The Municipality wishes to ensure that local craftsmen know about the best climate technologies available. Therefore, it has financed the introduction of a new supplementary climate education programme that is offered to local craftsmen from the spring of 2012. To further encourage the citizens of Elsinore to improve their dwellings, a new "ESCO-Dwelling" concept is being introduced in a neighborhood containing some 185 more or less identical houses, all built in 1970. The Municipality will bring together home owners, craftsmen and financing institutions, in order to create awareness and raise interest in building renovation to reduce energy consumption. By sharing the work to be done, the transaction

and purchasing costs will be reduced, which will make building renovation to reduce energy consumption even more attractive. The initiative on Green Growth is expected to result in better homes, more jobs, lower energy bills, and an improved climate.

Elsinore acts locally but draws upon a huge network, both inside Denmark and internationally. The Municipality of Elsinore is engaged in several international climate projects and is a committed member of a number of organisations, including the EU Covenant of Mayors. "We are pleased to share our climate experience as well as to taking in ideas from the world around us", says the mayor of Elsinore, Mr. Johannes Hecht-Nielsen.





SØNDERBORG
for Sønderjylland-Schleswig
European Capital of Culture Candidate



Building coherence through culture

In 2017 Denmark is hosting the European Capital of Culture, and in less than six months the international jury will decide which city: Aarhus or Sønderborg. Right now the Sønderborg team is pouring sweat and tears into strengthening its bid with an excellent programme of culture in the whole region also across the border to Germany.

The objective of the European Capital of Culture is to build coherence through culture and to boost the development. To Sønderborg it is not about a single year of special events, but a vision for the next 20 years to come. This work is already giving culture a key position in the development plans for the cities and bringing new life and power to the local cultural life of the region.

In the end of 2011 the jury sent both Aarhus and Sønderborg in the final selection round, and the Sønderborg team is now putting all available resources into making the final bid as convincing as possible.

It's about building an artistic programme with events and projects for the whole area drawing on all of the creative capacity also from cities such as Kiel and Hamburg in Germany and Copenhagen and Esbjerg in Denmark. This involves connecting to cultural networks both in and outside Europe.

In front of creating the programme is since January the artistic producer Sue McCauley from Australia. She is cooperating with a number of experts from both the local and wider area. "The more weeks I spend here the clearer I see the need of the title for this area", Sue McCauley states.

She is impressed by the enthusiasm and generosity of the artists and cultural workers, and she is pleased, that the process has already been an offspring to new connections in the artist community of all disciplines and genres. It is a framework for people to meet, talk and discover opportunities.

"It is especially great to meet some of the young adults. They are telling me, that they recognise that being involved in cultural activities make them feel more engaged in the community. They are also finding new ways to have fun and create their own activities that are meaningful to them. Some have formed their own informal networks to plan and carry out cultural activities that they generate themselves."

This is a demonstration of where we can go in the future. Particularly if we are successful in winning the bid for the border region there will be much more of this self-generated cultural activity going on.

Something needs to be done. Sønderborg and the region is labelled "outskirt" because it is a small city located where Denmark ends, and Germany begins. And as it is the case for many rural areas around world the young people are attracted to the large cities. The sad fact is that only two out of ten young people that leave to study or work, return to the region or are replaced by others. The Capital of Culture brings possibilities to turn this around.



Sue McCauley socialising with young adults in Sønderborg

www.sonderborg2017.eu





ten act10n
Supported by
INTELLIGENT ENERGY
EUROPE

10ACTION is a project co-financed by the European Union under the Intelligent Energy Europe (IEE) Program. 10ACTION project intends to disseminate the values promoted by the Solar Decathlon Europe Competition (www.sdeurope.org), raising awareness and reaching the EU sustainability objectives in the European society. These values encourage the responsible use of energy, and foster the application of renewable energy and energy efficient technologies in order to achieve a reduction of carbon dioxide emissions. www.10action.com

10ACTION consists on a set of activities strategically designed for the target groups at which it is aimed. These target groups are: **children, adolescents, university students, professionals of the building sector and general public.**



sd europe
SOLAR DECATHLON

Hereunder the activities in the following months. For information on activities for other target groups: www.10action.com

10ACTION activities for professionals and university students of the building sector

Publication of a book which describes the results and innovations of the Energy Efficient Solar Houses that have participated in the Solar Decathlon Europe 2010 that took place in June 2010 in Madrid.

The book **SOLAR DECATHLON EUROPE 2010, Towards Energy Efficient Buildings** can be downloaded for free at this link <http://www.sdeurope.org/?p=4065>

Conferences for professionals on Nearly Zero Energy Buildings at trade fair **Genera 2012** in Madrid, Spain. 24th of May 2012

Scale model exhibition of Portuguese SDE2012 Team in **Urbaverde 2012** in Porto, Portugal. 12th, 13th, 14th of April 2012

10ACTION activities for general public

Free visits to SDEurope Houses: home+ of Hochschule für Technik Stuttgart open until Nov. 2012 in Stuttgart, Germany.

Bergische Universität Wuppertal open until Nov. 2012 in Wuppertal, Germany.

Lantti house of Aalto University at the Finnish Housing Fair from the 13th of July until the 12th of August 2012 in Tampere, Finland.

Napevomo of Arts et Metiers ParisTech open until June 2012 in Bordeaux, France.

Armadillo box of Ecole Nationale Supérieure d'architecture de Grenoble, property of Institut National de l'Energie Solaire (INES), will be open until the 1st of October 2012 in Grenoble, France.

Solar Decathlon Europe Competition

There are just a few months left to visit in Madrid the most innovative houses of the world. The international university competition that promotes research in the development of solar and efficient houses, **Solar Decathlon Europe**, will take place in September 2012 from the 14th to the 30th in Casa de Campo (Madrid).

Twenty teams from 15 different countries (Germany, Denmark, Spain, France, Holland, Hungary, Italy, Norway, Portugal, United Kingdom, Romania, China, Japan, Brazil and Egypt), will build a real size efficient house in the Villa Solar (Solar Village). There visitors will have the opportunity to enter the houses and can enjoy a wide range of activities related to renewable energy and sustainability.

This international university competition is organized by the Ministry of Public Works of the Spanish Government in collaboration with Universidad Politécnica de Madrid.

For more information on SDEurope: www.sdeurope.org

Solar Decathlon Europe activities

SDEurope 2012 houses scale model exhibition in Construtec 2012 from the 8th to 11th of May in Madrid, Spain.

Nearly Zero Energy Buildings Congress in Construtec 2012 on the 7th and 8th of May in Madrid, Spain.

IEE

The Intelligent Energy – Europe program is giving a boost to clean and sustainable solutions. It supports their use and dissemination and the Europe-wide exchange of related knowledge and know-how.

http://ec.europa.eu/energy/intelligent/in-action/index_en.htm

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POLITÉCNICA



The Green Economy

By Bas Eickhout MEP, Member, Greens/EFA

"Today's financial crisis can be a gateway to tomorrow's environmentally responsible economy", according to former Vice-President of the US Al Gore. But to take the path towards a financial, social and ecological sustainable economy, we should first of all move away from our current economic model that runs on debt.

In recent years, consumer debt has been used as an instrument to generate economic growth. By encouraging private debts to unhealthy and unsustainable levels, we unleashed a financial crisis. By moving this private debt to a public debt, the financial crisis has moved into the current Euro crisis. When private savings fall and government debt is on the rise, further lending will put countries increasingly in the hands of fickle international markets. While rising government debt levels to support consumption and growth could perhaps be justified in times of recession, it is most certainly not a sustainable strategy in general. The Institute for Fiscal Studies has estimated that if governments keep on borrowing at the level forecasted for the year 2015, debt would return to its pre-crisis level only towards the end of the 2030s.

The same can be said of our ecological debt. The burden we put on the environment and the wasteful way we use our resources are not sustainable in the long run. We are reaching planetary boundaries: Species are becoming extinct at an unprecedented rate that has not been seen since the last global mass-extinction event. The global atmospheric concentrations of greenhouse gases have reached record levels and we have therefore for example arrived at the point at which the loss of summer polar ice is almost certainly irreversible.

Our financial and ecological debts will put a heavy burden on current and future generations, hindering them in their development opportunities. While producers and consumers do not necessarily take the interest of future generations or the broader social impacts on board, politicians can and should correct for this. "Getting the prices right" by pricing pollution and resource use could capture the societal, but unvalued, impacts on public health and the environment. The EU has been trying to do this, which has set a global precedent.

A good example of a pricing mechanism is our CO₂ emission trading system, the EU ETS. This is an example in which the polluter pays for the damage of emitting greenhouse gases into the atmosphere, thereby contributing to dangerous climate change. Around half of EU's total greenhouse gas emissions are covered by the scheme, including the emissions from power stations and big industrial plants.

The design of the scheme still has its faults and we are learning by doing. It turns out that the way CO₂ permits have been handed out in the past, the lower demand due to the recession and the amount & quality of project credits from outside Europe have led to a situation in which by 2020 the oversupply of CO₂ allowances could reach 2.4 billion (EC, 2012). As a result CO₂ prices have been tumbling down to below €8 while carbon traders worry about a total collapse of the price. A quick fix of this cornerstone of our climate policies is urgently needed, but also within reach. Setting-aside and cancelling 1.4 billion allowances and a steeper yearly reduction of the cap on CO₂ emissions are measures that could and should be taken soon.

But despite these beginners' faults, the EU ETS is still the biggest CO₂ emission trading scheme across the world and other countries are looking to Europe for guidance. As an example, a couple of weeks ago I spoke with high-level Chinese officials responsible for drafting China's climate change law. They asked for advice on how to set up their own emission trading scheme and our experiences with the EU ETS. And if we look around to other countries, we see that South Korea is in the process of getting a cap-and-trade scheme, while for example New Zealand and Australia have already introduced it. The scope of ETS is also expanding: by including aviation into ETS we have captured the CO₂ emissions of one third (!) of the global flights. Airlines need to buy CO₂ permits under ETS for any flights landing in or leaving from European airports. Even though countries like the US and China are strongly opposed to the measure, Europe keeps the issue firmly on the table.

However, 'getting the prices right' and moving towards a green economy entails more than just putting a price on CO₂ pollution. At the moment labour is

overpriced compared to other inputs. Labour productivity has increased twentyfold since 1850, mainly driven by rising wages (one could equally say that the increased labour productivity allowed for these rising wages to happen). Resource prices however have generally been falling over the last 2 centuries and this encouraged wasteful use.

Labour productivity allows companies to reduce costs and remain competitive. At the same time, it also means that one person can generate more economic output than before i.e. less people are needed for the same amount of output. If labour productivity increases and if a country wants to maintain the same employment levels, economic growth becomes a requisite. One could argue whether or not wellbeing for all within planetary boundaries is possible with continuing economic growth. Never in the past have we seen an absolute decoupling between economic output and environmental pressures like CO₂ emissions or resource use.

This is most and foremost a theoretical discussion however. A cyclical economy with a much larger service sector providing energy services instead of energy, mobility instead of cars, recycling, yoga classes etc will automatically reduce growth in labour productivity. There is a limit to how many people a hairdresser can cut in an hour for example. It is difficult to imagine which policies, measures and behavioural changes are necessary to arrive at a cyclical, green economy. But we can be assured that lowering the price of labour, by lowering taxation, while increasing the price of pollution and resources, is a step in this direction. Shifting the taxation burden from labour to pollution and resources will shift the focus from labour productivity to resource productivity, reducing the need for economic growth, debts and pollution.

By getting the prices right and shifting the taxation burden, Europe will set its course on a path to a sustainable economy. We now have to gather some more speed. The current economic and ecological crisis is forcing us to move away from ever increasing consumption levels underpinned by ever increasing ecological and economic debts. Tomorrow is around the corner, so let's start the move towards an environmentally responsible economy today.



Semi-automatic assembly operation

TEKNIKER-IK4, www.tekniker.es/en, a Basque Technological Research Centre with nearly 30 years experience in research into applied technology and its transfer to companies, has achieved a high degree of specialisation in four major areas: Precision Engineering and Mechatronics, Surface Engineering, Production and Automation Engineering and Manufacturing Technologies.

TEKNIKER-IK4 is taking part on 5 EU funded projects in Robotics, leading two of them, MAINBOT and ROBOFOOT, under the umbrella of the "Factories of the Future" initiative, one of the three PPPs included in the Commission's recovery package.

The Autonomous and Smart Systems unit of TEKNIKER-IK4 leads these projects and contributes with its expertise in developing advanced robotic applications for the industrial and services sectors, providing solutions based on visual servoing, visual based process quality assessment, mobile manipulation and outdoor ground navigation.

ROBOFOOT: Smart robotics for high added value footwear industry

The footwear industry, with more than 26.000 companies and almost 400.000 employees, is still a highly relevant sector in Europe. However the trend shows a clear decline on business figures.

Fashion Footwear production is currently mainly handcrafted. The main reasons that justify this lack of automation and extensive labour demand are:

- The high number of products variants due to different models, sizes, materials and colours produced every year.
- The complex manufacturing process, for each model.
- The Complex assembly process due to the non uniformity and the different elasticity of the natural leather as well as the non-rigid nature of the components.



Milling the last using a robot

ROBOFOOT 10 partner consortium (<http://www.robofoot.eu>) is developing different solutions to facilitate the introduction of robotics in traditional footwear industry to overcome the complexity in the automation of the processes of this industry.

MAINBOT: Mobile robots for inspection and maintenance activities in extensive industrial plants



Initial ground robot prototype

Efficient and effective maintenance is crucial for all kind of industries. In the case of capital intensive investment industries it is even more relevant and has an important impact in the operation costs during the long term life cycle of their production means.

MAINBOT (<http://www.mainbot.eu>), a consortium of 5 partners coordinated by TEKNIKER-IK4, proposes using service robots to autonomously execute inspection tasks in extensive industrial plants in equipment that is arranged horizontally (using ground robots) or vertically (climbing robots) to increase the efficiency of the plant, reduce the operation and maintenance costs and improve safety and working conditions of workers.

The industrial objectives will be validated in a real industrial scenario, a thermal solar plant in the south of Spain that depicts common problems of this kind of plants: 230 hectares, 200.000 mirrors, 90 km of absorber tubes, huge tanks and hazardous working conditions.

The industrial objectives are:

- Ubiquitous sensing: To provide a means to help measuring several physical parameters in multiple points by autonomous robots able to navigate and climb structures, handling sensors or special non destructive testing equipment.
- To develop a surveillance robotic system able to detect leakages of fluids.
- Robotized non destructive testing of surface and internal deterioration of equipment.

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An aerial view and detail of the plant run by TORRESOL Energy that will be used to test MAINBOT



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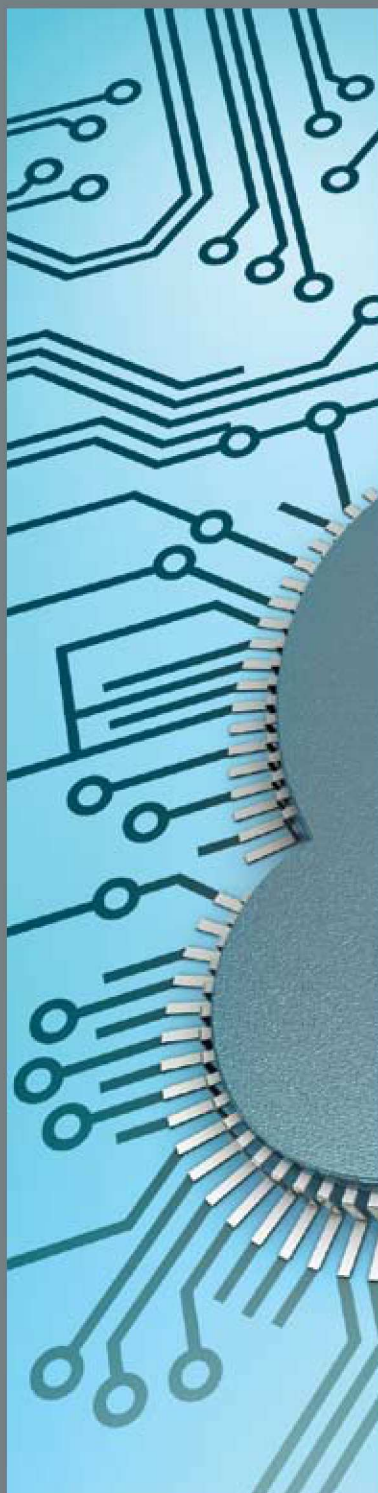


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The Clouds and Beyond

By Professor David De Roure, Professor in the e-Research Centre, Oxford; UK National Strategic Director for Digital Social Science, UK

IT infrastructure provision is an ecosystem, underpinned by evolving technologies in data storage, networks, computation and software. We see this evolution in front of our eyes, with more powerful computers and smarter phones. But behind the scenes something very interesting has happened: it's now possible for our smaller and smaller devices to access very large and generically useful computer facilities – our so-called Cloud providers.

Cloud computing is enabling companies and institutions to buy in the IT provision they need, with relative ease and when they need it, rather than having to build and maintain their own IT infrastructure. This is a blessing for a start-up: instead of investing in hardware and support they can just buy what they need on demand, and be highly responsive to their emerging customer demands. Meanwhile the providers benefit from economies of scale as they invest to meet the “elastic” demands of numerous and diverse users, delivering a cost-effective (and energy-efficient) provision. Furthermore, new businesses emerge delivering services over Cloud.

A clear win for some! But the ecosystem is of course a socio-technical one, and Cloud sits less comfortably in certain places for organisational reasons. As a keen observer of the ecosystem I often see the following four restrictive factors at play:

Disintermediation. Companies and institutions with existing IT departments often react as if threatened, rather than embracing an opportunity for positive change. This is a classic response to disintermediation and needs organisations to be forward- not backward-thinking.

Confidence. Putting all our IT eggs in one cloud basket creates a dependency on one external provider and raises security questions too. This really is not a new problem, and in the Cloud world migration is more practical, but it takes time for confidence, practice and standards to grow.

Jurisdiction. Using computing resources located in a different geographical and legal territory is a genuine barrier. Cloud providers could be better at giving control and guarantees. This is an argument for

national facilities but it's also an argument for better legal frameworks – and that's a specific action for Europe.

Distraction. For any company or institution there are pressing problems that Cloud doesn't solve and it may seem like a distraction. Indeed, some of today's important IT problems, like data management or High Performance Computing, don't seem to be eased by Cloud. It isn't a universal panacea, but IT decision-makers are foolish to neglect it.

To guide us we should look at the future of the ecosystem – not always something we're good at with disruptive technologies. Some people dismiss Cloud as the new shiny thing, the latest fashion that will pass overhead. But, whatever it may be called in the future as the industry promotes new labels, this is a technology that is here to stay. And as new companies are born in the Cloud world, be they consumers, providers or new intermediaries, they will compete in this global Darwinian ecosystem where denial could be perilous.

Perhaps the single most important thing that's happening in the ecosystem is not Cloud computing per se, but rather a shift in thinking and practice that is epitomised by the Cloud, Web 2.0 and indeed the appstore and marketplace. It's about agility and responsiveness, it's about empowerment and innovation, and it comes from the flexibility and ease of use of today's hardware and software combined with deepening digital participation of all stakeholders.

Whatever steps we take for Cloud should ensure this prosperity too. This requires different organisational policies, structures



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and behaviours. Decision-making must occur in an understanding of this profound socio-technical paradigm shift that is now well in progress. When an investment or policy is proposed it must be tested against the new thinking: Can we buy this IT provision in from somewhere else? Have you really looked at all the alternatives? Is this truly a forward-thinking investment or policy change?

Europe must ensure that the circumstances in its ecosystem are conducive to Cloud and to this changing model. This means specific actions to encourage activity and confidence, but also facilitating a flourishing ecosystem where IT providers and consumers can “co-evolve” – by reducing barriers, like today's legal patchwork, and avoiding the creation of any new ones.

A Cloud Computing Strategy for Europe

By Commissioner Neelie Kroes, Vice President of the European Commission Responsible for the Digital Agenda

Cloud Computing is one of the welcome developments sprouting from an ever-growing Internet. However, it also raises some issues for citizens and businesses. To take full advantage of the Cloud's potential, while protecting our citizens' interests, Europe needs a Cloud-friendly legal framework, and a Cloud-active community of providers and users.

Because if we can build trust for this new technology in the market place, growth and jobs will follow.

The Commission's Cloud Computing Strategy for Europe will look at the following three main areas:

1. The Single Policy Area for Cloud Computing

In terms of policy, Cloud Computing and the future evolutions of the Internet need to be treated in a coherent way. The European Cloud Computing Strategy needs to be a framework to manage related fields more efficiently, coherently and transparently.

Because success in the Cloud relies on linking up a number of different areas. We need data protection laws that are clear, consistent, and show a passable way forward into the Cloud – including when the Cloud crosses borders to places with lesser levels of protection. We need to offer legal clarity on issues like contractual terms, liability insurance and how to recover data if a provider ceases to operate. We need to offer consistency in consumer and user rights across Europe, so that users know what they are in for and providers don't have to deal with the burden of 27 separate sets of rules. We need to make sure we have the skills and human capital for our continent to embrace the Cloud. And we need to see how we can reduce the environmental footprint – for example through more efficient data centres and networks.

If we get this right, we can ensure laws and regulations fit the technological reality and development. That would benefit both providers, and users.

But this also means taking policy areas previously considered unrelated or



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fragmented and joining them up; it means making regulatory decisions more predictable so investors aren't put off; it means a more homogenous set of rules internationally and it means an active and innovative community out there developing and deploying Cloud Computing in Europe.

2. The European Cloud Partnership

The public sector in Europe can become a lead market in demand for Cloud Computing. I have taken the first steps to set up a European Cloud Partnership. The purpose of this Partnership between the Commission, public authorities and industry is to start formalising the common public sector requirements for Clouds: across Member States, across regions, and across the many different applications like eHealth, tax administration and welfare payments. Building on this, the public sector will benefit from simpler procurement of Cloud services. It should also provide an important step towards coordinated and ultimately joint procurement across administrative borders. Let's face it: each EU Member State, on its own, is too small (and has too small an IT procurement budget) to make much of a difference globally, in this as in so many other fields. But together we pull a lot of weight. This should lead to reduced costs for governments who need to deliver efficient and interoperable on-line services.

3. Measures to Stimulate and Amplify

Lastly, I am also working on a package of measures to stimulate, amplify and reinforce the effect of the above initiatives on the Cloud.

First, to support education and awareness about legal issues: standards, model contracts, data portability and so on. Second, by coordinating industrial and social policies, we can help equip people with the skills for a broader career and job mobility. This should provide the well-educated workforce that the industry needs. And third, we must support European and national research and innovation, to help industry build a critical mass of know-how so that current applications can migrate to the Cloud, helping competitiveness and giving a boost to innovative new services.

We need to act to unlock the economic growth potential of Cloud Computing for the benefit of citizens and businesses alike. We cannot afford for either providers or users to lose out. That is what the European Cloud Computing Strategy must achieve and we will start "at home", in the public sector, to deliver a market for providers, demonstrate the advantages to users, and ensure that standards and templates are available to further develop this growing and dynamic market.

Telefónica Viewpoint on Cloud Computing

By Tomás Calvo Gómez, Head of Cloud Advisory Team, Global Cloud Services & Strategy, Telefónica Digital

"If SMEs could access computing power over the web, they would no longer need to buy and maintain technologies or IT applications and services. Such web based services, called 'Cloud Computing', are the medicine needed for our credit squeezed economy" Viviane Reding⁽¹⁾

Being one of the hottest topics in ICT, there are thousands of analyst reports, books and brochures written about Cloud Computing and its benefits. It could be tempting to regard it as just a new cool technology hyped by the specialized media. But behind all that buzz there is a huge potential for change for the whole society. Cloud Computing could be a real engine of growth for Europe. It is estimated that more than 300,000 new SMEs⁽²⁾ and up to 2.4 millions of new jobs⁽³⁾ could be created thanks to productivity improvements and new business opportunities.

First of all, Cloud Computing is about consuming applications, computing and storage resources through the network on an on-demand basis. Service providers build and maintain all the necessary infrastructure. Consumers – typically enterprises – are thus freed from the burden of the basic design and care of complex computer systems, concentrating only in the execution of their own business. Since they are paying only for the computing power they need, they are more flexible and efficient. This can be considered as a tipping point in the evolution of IT outsourcing, powered by three key forces: new technologies that allow "virtual" computers to run on any provider's equipment, an almost universal network to move around

these "virtual" computers, and new pay-per-use business models. It is a very similar revolution to the standardization of electric generation and distribution, when factories stopped building their own power plants.

For established corporations, with their own datacenters, Cloud Computing is a useful complement for growth and evolution. But for new enterprises, the crucial upfront investment in technology to support their operations is removed. Starting from scratch, they can grow from nil to millions of customers in a very short span of time thanks to the scalability - in price and performance - offered by Cloud Computing. Effectively, barriers of entry for virtually every type of business are lowered, as long as it is connected to the Internet.

Leveraging on Cloud Computing hundreds of new startup companies are being created with the goal to change the way people communicate and share information. This is especially visible in North America, where more than half of the global Cloud market is consumed⁽⁴⁾, but in Europe new exciting ways to take advantage of this technology are also found. Just as an example, Cloud Computing is a natural fit for the implementation of the Open Data policy encouraged by the European Commission. With no investment in advance, attractive pricing and unlimited capacity, it is a natural choice for Public Administrations to store and publish all their internal data for reuse, making it possible to reach the full benefits of this initiative that could be valued up to 180 billions of euros⁽⁵⁾.

But technology alone is not a magic silver bullet. With Cloud Computing, data and applications are delocalized on the internet, with the ability to move transparently from one place to another and accessed from anywhere. This is effectively a digital borderless world where, in many cases, it is difficult to assess even which is the applicable law. A clear, practical and forward looking legal framework is needed for protecting users' rights and business interests. The European Commission has already

taken many steps in this direction and is currently tackling important reforms on the digital single market and the data protection legal framework. Our experience as a telecommunications service provider has shown that engaging user privacy in a transparent and fair way can only be beneficial as it generates trust. But it is also very important that the right balance between individual privacy and business friendly rules is achieved, so that many of the Cloud Computing benefits are not kept away from European citizens and companies, especially SMEs. Service providers need a true level playing field and a homogeneous framework across the Europe Union to operate with economies of scale enough to foster innovation and promote massive adoption.

Society is getting more and better connected thanks to Cloud Computing, the general availability of fixed and mobile broadband, and the wide adoption of new personal computing devices, such as smartphones and tablets. Leveraging on the intersection of all these trends and our experience, Telefónica is actively bringing these technologies to the market through Telefónica Digital, the global business division for Cloud Computing and other new digital services. We are firmly committed to work with European institutions as the common goal of making Europe cloud-active, for growth and innovation, goes hand in hand with a cloud-friendly regulatory environment.

⁽¹⁾ "Europe's Fast Track to Economic Recovery" The Ludwig Erhard Lecture. Lisbon Council, Brussels, 9 July 2009

⁽²⁾ "The Economic Consequences of the Diffusion of Cloud Computing". Etro, Federico. The Global Information Technology Report 2009-2010, World Economic Forum, 2010

⁽³⁾ "The Cloud Dividend". Centre for Economics and Business Research. Dec 2010.

⁽⁴⁾ "Forecast: Public Cloud Services, Worldwide and Regions, Industry Sectors, 2010-2015". Gartner Group, 2011 Update

⁽⁵⁾ "Review of Recent Studies on PSI Re-use and Related Market Developments". Graham Vickery. Information Economics. Paris. 2011



EU-Wide Cloud Computing Strategy

By Commissioner Viviane Reding, Vice President of the European Commission Responsible for Justice, Fundamental Rights and Citizenship

Into the cloud!

There are enormous benefits to storing digital files on remote servers and retrieving them via the internet: we can save space, time and money. Cloud computing is an opportunity for people, business and the economy as a whole.

The impact of the cloud goes beyond reducing IT costs and improving business efficiency. Cloud computing combined with web-based and mobile applications are preparing the ground for new European start-ups that will play a positive role in the IT landscape. Companies of all sizes and government institutions will achieve new levels of productivity and innovation. The cloud and web services industries will be a key source of new jobs and will help make great gains in major healthcare, education and social issues. Surveys show that most companies in Europe have a cloud strategy or are moving key applications to the cloud. Recently a major Spanish bank announced that it moved all the office productivity tools of its employees to the cloud.

Cloud computing also has societal and legal impacts especially when personal data is processed. The data is not stored anymore in that company, but on remote servers. These servers might operate under a different jurisdiction than the company. As data is everywhere, in some cases several sets of rules, including foreign ones, can apply.

Protecting your information in the cloud

Although Cloud computing works adequately within the current rules in Europe, there are still limitations. The diversity of rules, the complexity of international transfers, and the administrative burdens of processing personal data hold back a more dynamic development of this key industry. If something goes wrong – for instance if there is a data breach – it is not always clear which rules should apply. In the end consumers and companies face too many uncertainties, and many projects are delayed or not properly realised.

The EU data protection reform of this spring is a decisive step in making the shift to the cloud easier and safer.

The current data protection Directive dates back to 1995. In 1995, the internet had only

100,000 websites, there were no mobile applications, and the paper based yellow pages were just starting their migration to the internet.

Obviously technology has evolved, and we enjoy a wealth of new services to communicate better with our relatives, our friends and business partners over the internet.

It might be less visible but data protection has also progressed a lot. Data protection authorities have developed binding corporate rules, to facilitate international transfers of personal data within a corporate environment. They have also developed methodologies and guidelines to carry out privacy impact assessments, and to ensure that all risks related to processing operations are covered in the analysis. Data protection officers (DPOs) who barely existed in 1995 are now a recognized profession all over the world. There are more than four thousand DPOs in France, and tens of thousands in Germany.

All these innovations should be based on solid legislation. I want a single set of data protection rules applicable to all individuals and businesses in Europe. To make it easier for companies to comply with the rules, the European Commission intends to provide a 'one stop shop' for businesses. Our reforms will bring legal certainty and a harmonised set of rules which will encourage investments in cloud computing. There will be clear rules for international data transfers and for contractors processing data on behalf of their customers, such as cloud computing providers.

We should not underestimate the risks in the cloud where millions of people's data is stored. We see internet companies that hold vast quantities of personal data increasingly come under attack from hackers. We have also seen data breaches on major online gaming services that have affected millions of users. These data breaches should be avoided at all cost, as they seriously affect people's trust in the Internet.

That is why, under the European Commission's proposals, businesses will have to pay utmost attention to individuals' rights, to the security of information



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and to privacy by design. Privacy impact assessments should be conducted at the early stages of the development of a new product or service. Privacy policies shall be made binding and enforceable by binding corporate rules. The real winners will be those companies and service providers – no matter where they are from – that understand the competitive advantage of built-in privacy features.

The cloud in the future

You can also rest assured that the European Commission will not stop its work on cloud computing after our data protection reform proposals. My colleague, Vice-President Neelie Kroes has confirmed that she will propose a European Cloud Computing Strategy in 2012. We have just completed thorough consultations with stakeholders. The first concrete announcements will follow soon. For the strategy to succeed, the support of the European Parliament and Council for the Commission's reform of EU data protection legislation will be essential. I am working closely with Neelie Kroes on this. We are clear that Europe should be in the fast lane when it comes to cloud computing.

Shaping an EU-Wide Cloud Computing Strategy

By Stephen McGibbon, Chief Technology Officer for Microsoft Europe, Middle East and Africa

Not far from Dublin stands one of the largest and most advanced data centre facilities in the world. As one of a new class of “mega-data centres”, it represented an investment from Microsoft of over €500m when it opened in 2009 and was built to meet the rapidly increasing demand for cloud services. Despite its size, it has delivered breakthrough levels of power and water efficiency, availability and security.

With resources like these, the cloud is already here – European consumers and businesses large and small are enthusiastically embracing the unprecedented benefits it brings. An entrepreneur starting out today has access to resources that only a decade ago would have been the preserve of only the largest enterprises and governments are benefiting from levels of agility that not long ago only start-ups could achieve.

The potential economic impact in Europe from the cloud is huge. For example the EU has over 20 million small and medium sized businesses (SMBs) and cloud computing is up to 40 times more cost-effective for a SMB than running its own IT system. Computing technology is fundamental to the success of SMBs. A recent Microsoft survey of 2,100 SMB owners in 21 countries across Europe studied the attitudes towards growth in 2012-13 and the role of IT and the cloud. The survey found that 60% say that technology will be a key driver of their business growth with 41% of cloud-using SMB owners reporting that it has directly boosted productivity.

Such are the benefits, that in a remarkably short time, a consensus view has developed that cloud computing is indeed a game-changer, and moreover, that it's already changing the game. Regulators and policy-makers have an important role to play in shaping the regulatory environment accordingly but there are challenges in identifying and prioritising the right issues to address.

Fundamentally, cloud computing is about designing, engineering and operating at scale. As the internet and web grew, so did the need to develop methods and techniques to deliver services that increasingly went far beyond the numbers of users of even the very largest enterprises. The engineering and

operational approaches developed to deliver internet-scale services are the core of cloud computing. Understanding this point is vital to understanding whether policy actions will further facilitate cloud and also to the understanding of how cloud changes the current policy landscape.

The economics of the cloud provide positive incentives to anything that drives economies of scale. Larger data centres for example can deploy computational resources at significantly lower cost than smaller ones and achieve higher levels of utilization of these resources. Cloud operators benefit if their services can be used by as broad a group of customers as possible to drive scale.

Companies are using the cloud to drive down their transaction costs, and lower transaction costs translate into competitiveness and economic growth. Cloud also allows many companies to shorten process times as the cost for 1 machine running for 1,000 hours is effectively the same as the cost of running 1,000 machines for 1 hour. Many processes that have traditionally been batch driven are becoming real-time and are creating new economic opportunity and growth as a result.

These examples are worth considering because they illustrate that cloud providers will have incentives to address many of the current concerns policy makers are expressing and it is perhaps more useful for policy to be directed at driving understanding and adoption.

The potential economic benefits flowing from these activities are dramatic. For example, according to the Centre for Economics and Business Research (CEBR), the

macroeconomic benefits to the EU from cloud computing could include 2.4 million new jobs over the next five years¹.

The European single market could and should be a significant enabler of cloud services, however, a plethora of data policy issues at country level means that Europe can often feel more like 20+ different markets. This fundamentally undermines the opportunity to build scale for cloud services and consequently disadvantages European companies. One of the changes that cloud is enabling is a broader move to “as-a-service” pricing models. A side effect of this market fragmentation is that this pricing trend risks being impeded in Europe for the same reasons.

Cloud computing provides a fantastic opportunity for European businesses and consumers. I hope that the forthcoming debate can address some of these issues and avoid seeing the cloud opportunity through the lens of what it's replacing. Indeed I'd like to suggest that given the rapid rate of adoption of the cloud in Europe; we should be focused on “Shaping an EU-Wide Cloud Computing Strategy” rather than just “working towards” one.

¹ McWilliams and Hogan, *The outlook for the UK information technology sector*. Centre for Economics And Business Research Ltd, 20th October 2011.



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Cloud Computing – New Paradigm or Symptom?

By Lutz Schubert, Head of the Intelligent Service Infrastructures Department, High Performance Computing Center Stuttgart (HLRS)

Participating in current debates about “the cloud” feels a bit like scholars of Plato must have felt when faced with the concept of the “idea”: “what is it that makes a cloud?” “does it have to be elastic?” “is it only Software-as-a-Service?”. One generally faces two opposing positions to this, from “the cloud is the next stage in the evolution of the internet” [HP], to “all it is, is a computer attached to a network” [Larry Ellison]. There is however no question that the phenomenon called “clouds” exists and it certainly has an impact on the current IT landscape.

What has changed?

It is often claimed that clouds brought on a complete new way of service and resource provisioning, but that is not true as such: managed server farms, grids, thin clients – we’ve seen it all before. What really has changed is neither concept nor technology, but a growing demand from customers to access content, services and full-blown applications over the internet. As the demand exceeded the provisioning and the number of requests over time became unpredictable, a solution was required that extended the elastic capabilities of server farms and grids: the cloud.

The real change therefore was not constituted by the cloud, but by a growing

change in customer and user behaviour. In a modern world built on quick satisfaction of needs, quality becomes more and more secondary to speed. What is more, with modern technology, quality can be produced quicker, easier and cheaper – many would argue that the “depth” of the production suffers this way, but this argument is as old as human civilisation. Flickr is just one demonstration of this: even amateurs can make pictures that exceed the expectations towards professionals.

As such, App providers become a competition to professional software houses, low-budget movies compete with Hollywood, free podcasts and ebooks replace books etc. Our culture has reached an educational point where sufficient knowledge and technological support exists to reduce the gap to specialisation. Gone are the days where professionalism paid. In its stead comes a model where the true payment lies in the mass of consumption. Call it cloud, internet of services, or future internet:

What counts is the impact

We take this provisioning model for granted on so many levels and thereby tend to overlook all the technical and economic problems that arise with it. Particular

attention must thereby be paid to the factors of cost, investment and profit: non-professional providers are often happy to contribute their content for almost free, thus destroying all classical cost models. Much content is funded through advertisements, but their value constantly decreases. Profit can thus only be created by the sheer number of users. This also raises the classical debate about copyright protection and compensating costs for unrightful copies, versus attracting buyers through cheap costs.

Yet though amount is important and reflected by the growth in demand, the actual technical capabilities in this context are limited. Whilst we treat the network as if it could grow with this increasing demand, bandwidth and latency are physically constrained and grow at a much slower rate. The current model of elasticity reacts to the number of demands, but not to their location – an issue that is less problematic for local content.

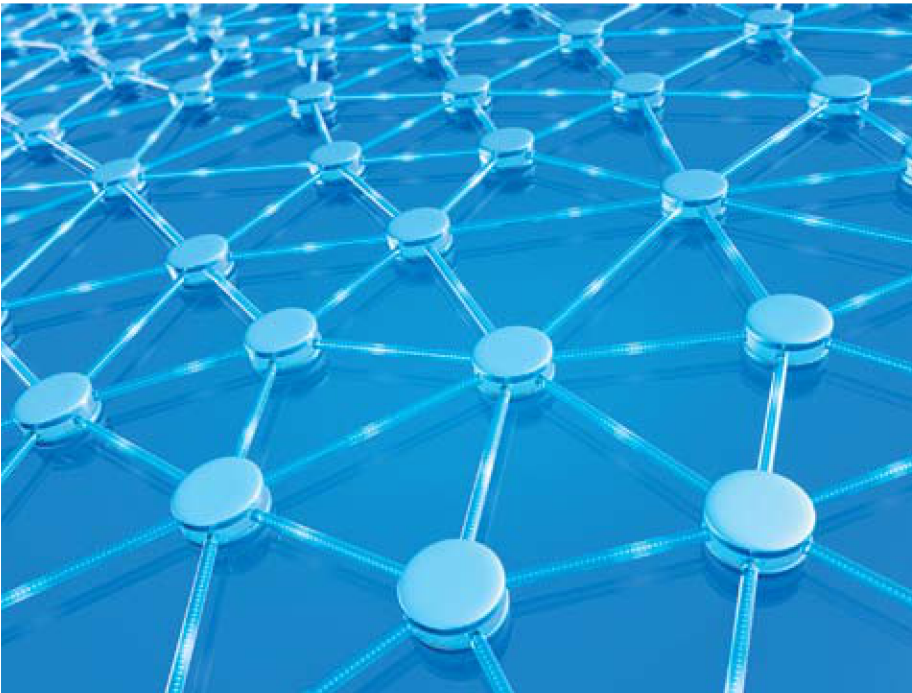
Community of providers, hosts, consumers and users

Clouds or grids, the main purpose is to integrate external resources, respectively to outsource local capacities, so as to reduce the load on their own infrastructure and to save cost on their management. New models thereby address in particular the needs for service provisioning under dynamic conditions, i.e. where the amount of consumers and users is not known in advance and may change drastically over time. It is therefore not surprising that many companies come up with their own proprietary solutions to meet the specific behavioural needs of the services they offer.

This model is however also highly appropriate for private content provisioning, depending on the rate of interest it creates: hosting of single instances is fairly cheap and as demand grows, payment can compensate for cost – given that an appropriate cost model is found.

The current development on the service market shows one additional major change: not only do enterprises outsource





their infrastructure to e.g. the cloud, they also outsource a growing amount of responsibility to the customer himself. Online banking for example puts the effort on the side of the customer, telecommunication wants consumers to host their own local area network etc. This is the only way to cope with the growing size: distribute work and data.

Is this nothing but the final rise of the producing consumer – the Prosumer – who is so often associated with Web 2.0? Filesharing, chatting, social networks etc. all build on a society and even a market over a community of users rather than a central enterprise. There is no single point of data, as there is no single point of computation or in fact consumption. Most users aggregate and even compose these individual services into one composition that, more or less, defines the users and is personalised to their needs. This means that the future internet is much more dispersed than even current cloud providers foresee.

“Cloud” Ecosystem of the Future

Personalisation, aggregation, composition over a widely dispersed mesh of resources and services become major priorities as

the community of “social prosumers” grows. A major trailblazer can be seen in advertisements: they are already personalised according to the user’s public web profile, his device and everything. In the near future, advertisements will aggregate profile information even further to generate personalised stories involving the consumer directly, making him virtually the centre of attention. Obviously, this is not restricted to advertisements, but can be extended to any next generation of content.

The individual in the internet is no longer a passive consumer, neither just a source of data, but also of processing power, innovative services etc. The logical next step from internet, via grid and web2.0 over clouds is therefore a (distributed) managed resource mesh over all connected devices. This implies a wider heterogeneity than apparent at first: not only devices differ, but more importantly, users, services, content, connectivity, operating system, availability etc.

The current approaches to dealing with this are highly restrictive in the sense that they limit the heterogeneity within a manageable range, for example through homogeneous data centre organisation,

restriction to specific operating systems etc. The alternative approach subsumes heterogeneity by adding a higher-level stack that implicitly exposes the slowest (sic!) common denominator.

But with modern multicore machines, performance should be no problem? Wrong! When we talk about performance in the web, we mostly refer to the most limiting factor: communication – not compute power.

Another essential paradigm change becomes notable here. We used to treat computation as expensive and communication mostly as free: data was local and provided faster than it can be consumed by the processor. This no longer holds true, instead computational power (number of processors) is cheap, but data communication delays all execution.

This is, however, in stark contrast to how we are used to thinking about and programming computers. Programming models have generally been developed to cater optimally for localised, sequential, single processor machines with few communication concerns. Over decades these models have evolved into highly efficient and intuitively usable languages that now all of a sudden may become obsolete. High Performance Computing is one of the few domains where communication and data exchange have played a major role in the development of programming languages, but even here the new scope of heterogeneity poses issues unconquered so far.

The long-term success of clouds

and of new internet models in general, depends therefore not on user uptake and interest – in fact, it will always originate from there – but instead on whether we manage to move away from the classical Turing and von Neumann model of computing.

Future challenges therefore remain in finding ways to efficiently cope with large scale heterogeneous infrastructures formed by a union of communities and enterprises and injecting an appropriate economic model for its sustainability.

Actions to Avoid Cloud-Provider Lock-In

By Prof. Dr. Frank Leymann, Director, Institute of Architecture of Application Systems, Universität Stuttgart, Germany

Nearly every company uses information technology to perform its business. For this purpose, a company maintains its own IT environment consisting of hardware and software owned by the company. Furthermore, this IT environment is typically located on premise of the company, and it is operated or even developed by special employees of the company. Thus, a significant part of a company is dedicated to information technology itself, i.e. not directly contributing to its core competencies, to its business.

An analogy helps to understand why this is a problem: to perform its business nearly every company requires power, for example. But no company has its own power plant; nobody would even seriously propose to have an own power plant for each company. Why shouldn't we treat information technology just like power (or water, gas,...) and let special companies, i.e. IT utility companies, provide information technology for each company just like power (or water, gas,...) is provided? This is the core idea behind cloud computing: providing information technology in a utility-like model, making information technology available on demand. Companies using the cloud will significantly reduce resources spend on being concerned with information technology. Such companies are much more focused on their core competencies, on their business.

But relying on the cloud has far reaching consequences in terms of standardization, quality of services, legislation, and software technology.

Standardization

When using power from a socket the actual power plant producing the power is irrelevant. Similarly, the actual provider of a resource in the cloud should be irrelevant. This requires standardization that allows consuming a resource from different providers without additional efforts to be spent by the client. For example, it must be possible to move data from the storage of one cloud provider to the storage of another cloud provider, to move a custom application from the platform of one cloud provider to the platform of another cloud provider.

Corresponding standards will avoid vendor lock-in. Without these standards cloud computing will stay far behind its promises, far behind its potentials. Today, such standards do not exist or are at their very early stages, respectively.

Quality of services

Power is available whenever needed, with well-defined current and voltage. Similarly, the cloud must be available at any point in time, with well-defined service levels. Power plants cooperate in order to achieve availability of power on the grid. Similarly, cloud providers will have to cooperate to ensure availability of the cloud, to support off-load of peak-demands from one cloud provider to another, for example, to guarantee continuous availability and elasticity of the cloud. Cooperation of cloud providers will require standards. Developed countries guarantee the supply a utility infrastructure of high quality, and in future the supply of cloud services will become of equal importance for the society. An open source reference implementation of a cloud infrastructure with highest quality of services that supports the standards might become a prerequisite for this.

Legislation

When performing applications off premise, data will be stored off premise too. Dealing with data often has legal implications. For example, certain data of a company or its customers must not be stored by third parties, or they must not be stored outside the country where the data originated etc. In general, cloud resources, cloud infrastructures, and cloud applications must be compliant with rules and laws. Because the overall cloud environment is geographically distributed rules and laws of different countries affect it. Harmonizing



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laws will ease the task of providing compliant cloud environments. Cloud services should be certified establishing trust in these services and reducing the risk of their usage for clients. Corresponding certification authorities must be established, and the open source reference implementation mentioned before has to be certified.

Software technology

Building a cloud environment is a tremendous effort. Moving existing applications into a cloud environment or building new applications for this environment from scratch requires technology that is currently in its infancy. A lot of research must be undertaken to develop this technology required to make cloud computing a success.

Summary – Required Actions

We must foster standardization that supports the movement of cloud applications from one cloud provider to another. The cloud and its various ingredients must be certified to ensure compliance, establish trust, and minimize risk of use. An open source reference implementation of a certifiable cloud environment should be pushed forward. A research program with focus on software technology for the cloud is of utmost importance.

Cloud Computing - the Past, Present and Future

By Dr Ivona Brandić, Assistant Prof. at the Distributed Systems Group, Information Systems Institute, Vienna University of Technology

Ten years ago when I started my PhD my research topic was High Performance Computing. I finished my PhD in Grid Computing and I am now teaching Cloud Computing systems. In my (actually not that long) professional life I have experienced three paradigm shifts, all of them promising cost efficient sharing of computing infrastructures, ease-of-use, non-trivial Qualities of Services (QoS) and accounting/metering systems as easy as those used for accounting and metering of electricity. Well, the first two paradigms failed to deliver what they promised. It is more than justifiable to ask what about the third one, what about the Clouds? How sustainable is Cloud technology? Or it is just another buzzword, a placeholder until the fourth paradigm appears? In the following I will try to answer the most common questions that I am faced with: as a Cloud researcher and Cloud user.

How can I use the Clouds?

Well, most of us are already using Clouds - without even being aware of it. And most of us are very surprised by that fact - since we do not pay to use Clouds - at least not in the common sense. However, in Clouds (as in many other ICT areas) the users pay with their privacy and their data. For example, many SaaS providers like Facebook, Gmail, etc. use our data, either directly or they derive aggregated user data to deliver targeted advertising and product placement. So, the challenging question for the future

is: what is the "Cloud currency": our privacy, our data - and are we aware of that?

I am a (SME) company with computing resources that are (sometimes idle). How can I provide my resources to the public use?

Many small and medium European enterprises that are actually doing other business are suitable to act as providers by offering their idle resources to the public. However, they have difficulties in entering the Cloud markets due to lack of appropriate easy to use, configurable and versatile infrastructures and tools. Existing infrastructures and tools are usually not tailored to the needs of small/medium companies and do not consider issues like a reduction of costs, adherence to energy consumption and load fragmentation or plug and play solutions for provider defined cost models. There is need for versatile tools with customizable cost models incorporating explicit management of non-functional requirements like energy efficiency, that operate on autonomous infrastructures reflecting cross-organizational structures.

How can I find suitable Cloud offers?

Currently, there is a huge gap between the current Cloud computing offers and the actual demand of enterprises and communities. While a wealth of work has been accomplished to suit the technological development of Clouds, there has yet been very little work done in the area of the market mechanisms that support them. As identified by many scientists the existence of appropriate Cloud markets where customers have the choice between comparable set

of offers, without provider lock-in and with the low entrance barriers to the market will decide whether Cloud computing will take roots as a new state for the art technology for implementing large scale distributed systems or not. However, the establishment of open Cloud markets is faced with many challenges like appropriate definitions of the virtual products traded, interoperability between platforms, and sophisticated market management. Current Cloud markets are either portals where big players (Google, Amazon) offer their products leading consumers to the provider-lock-in or they trade an unorganized plethora of Cloud products, are faced with fluctuating trade base, and rely on inefficient static market management mechanisms. There is need for self-adaptive markets that can automatically optimize their core properties to changing environmental conditions, fluctuating trader participation or malfunctions in the infrastructure.

What technological impact will Cloud Computing have?

The effects of Cloud computing cannot be fully foreseen today, but ubiquitous access to seamlessly unlimited computing power could change the way we are living. The penetration of Cloud technologies to our daily life could change the way we work, for example in the area of data management. Today, huge quantities of data are continuously generated, stored and maybe never again accessed. Yet, our knowledge is hidden in the data we produce, and has to be discovered by intelligent, versatile, and efficient data analysis. Cloud computing could deliver a novel approach for a holistic, socially enhanced and evolutionary knowledge generation process.

What about socio-economic impact that Cloud Computing might have?

An example of the socio-economic impact of Clouds is in our education systems, as they do not usually keep pace with technological development. We will face, with the new role of IT departments in companies, a demand for new profiles and curricula of computer scientists, resulting in the need for a mixed curricula education in subjects like law and economics as well, of course, as computer science.



A Cloud Computing Strategy for Europe

By Pilar del Castillo MEP, EPP-ITRE Coordinator

At present Cloud computing has become one of the most relevant items in the Digital Agendas of the different parts of the World. Indeed, not only is its current economical and social value of great importance, in addition its prospects are enormous; today there is almost no organisation that does not use a database or a network, which in commercial terms means that just about every business (and also every government) is a potential user.

Indeed, in the last few years, cloud computing has grown from being a promising business concept to one of the fastest growing segments of the IT industry. All over the world companies are increasingly realising the gain of productivity they can achieve by easily accessing the best performing business applications and/or drastically boosting their infrastructure resources at very affordable costs. Estimates from the European Commission calculate that by 2014 cloud revenue can reach 148.8 billion and that 60% of all server workloads will be virtualized.

Furthermore, according to a recent study from the Center for Economics and Business Research, in the United Kingdom, Germany, France, Italy and Spain alone, the potential economic benefits of truly developing the Cloud would account to 763 billion, with a direct and indirect employment growth of 289,000 jobs. In this respect a Morgan and Stanley study from May 2011 affirms that by the end of 2011 approximately 15% of the global electronic communications industry revenues and one third of its growth can be attributed to the development of cloud services.

The economic and commercial prospects of the "cloud" are indeed promising and there is consequently a business case for its development, which in practical terms means that with or without Europe's intervention cloud computing will continue to develop in one way or another. However for us policy makers to sit down and not reap the benefits for Europe of this next step of the Digital revolution is simply not acceptable.

Over one year ago the "EU 2020" Strategy flagship on a new Digital Agenda for Europe announced the need for developing a European Cloud Computing Strategy. On May 16th 2011 the European Commission

launched a public consultation which is intended to nurture the future European Cloud strategy that regrettably is not foreseen in the Commission's 2012 Work Programme and consequently the Strategy will most probably not be presented before 2013.

Nevertheless this is not the first step towards the development of Cloud computing that Europe has taken, already in 2010, in the area of public services, the European Commission published the Communication "Towards interoperability for European public services" where cloud computing is seen to play a major role, and the European Network and Information Security Agency (ENISA) published a report on the main security issues related to the Cloud. Most recently, on January 26th, the commissioner for the Digital Agenda Neelie Kroes announced the creation of a European public-private Cloud partnership with a 10 million Euro budget with the objective of delivering proof of concept solutions for the common requirements for Cloud procurement. If, in addition, we take into account the debates that have taken place in other fora such as the Internet Governance Forum and the intensive work on cloud issues the World Economic Forum has done, we can already draw up some of the objectives and policy actions that Europe's future Cloud Computing Strategy should attain.

Firstly we must not forget that when developing any strategic framework of action, and in particular the future cloud computing strategy, we have to try and be as horizontal as possible without taking for granted any circumstances that might not seem to directly affect its development. In this sense it must not be forgotten that strong fixed and mobile communication networks are prerequisite in order to grasp the full potential of the cloud and consequently the implementation of the revised framework for electronic communications is crucial. In this regard the recent presentation of the Connecting Europe Facilities communication and more specifically the proposed regulation on Guidelines for Trans European Telecommunications Networks are welcomed steps that have the capacity of boosting much needed investment into broadband networks in Europe. In addition

solving other remaining challenges such as data roaming will certainly help the Cloud's development.

Secondly, due to the strong commercial nature of cloud systems the future strategy must address a wide range of aspects that range from technological issues related to cloud systems development, management and elastic scalability, without forgetting the flexibility that any ICT development needs in order not to hamper innovation when addressing standardisation matters, to non technical issues such as legalistic aspects related to data privacy and security that pose a major obstacle towards wide uptake of cloud infrastructures.

In conclusion Europe should stimulate research and technological development in the area of Cloud computing, where the development and production of cloud interoperability standards will play a major role, while at the same time together with Member States set up the right regulatory framework to facilitate its uptake.

We are in a strong position to address both these areas: technologically due to Europe's excellent background in key research and development aspects, such as GRIDs and Service Oriented Architectures. Non-technologically, the recently presented major reform of the European Union's legal Framework on the protection of personal data will have a major impact in the development of our a future Cloud Strategy, and consequently represents a major window of opportunity in order to turn our data protection regime into a competitive advantage in future global markets for cloud services.

Our global competitors such as the United States are already taking the lead, not only has the US National Institute of Standards and Technology (NIST) developed a series of guidelines, in addition already in February 2011 the first Federal Cloud Computing Strategy was published earmarking 25% of the federal budget for ICTs, approximately 20 billion dollars, to the development of cloud computing. To participate in a global market means that we will have to face very well prepared competitors in the international arena, we have a good starting position with regards cloud computing and we must take advantage of it and start acting immediately.

Cloud Computing, Huawei's Approach

By Tony Graziano, Vice President EU Public Affairs and Communication & Abdellatif Benjelloun, Huawei Industry Standards Dept, Europe

During the last decade, enhancements in Information Technology (IT) have played a key role in enhancing peoples' lives, increasing productivity and helping to create a fully connected, more participative society.

As IT has advanced, much of the effort has moved from business-driven, privately managed environments to publically-available services which are located "in the cloud". These Cloud Computing systems represent a paradigm shift by allowing vast amounts of power to be used for everything from searching the Internet to social networking to new models of video consumption. These cloud computing systems have also transformed the business model for information services and become platforms for innovation. One key innovation is the transformation from separate systems for voice, data and video into unified Information Communications Technology (ICT) systems which not only offer new kinds of consumer services, but which also allow governments and businesses to transform themselves. These transformations are beginning to enable governments globally to achieve massive efficiencies to better serve their constituents.

For government and business decision-makers, Cloud Computing is often thought of as simply a way to reduce costs, but the potential impact is much more profound. Cloud Computing has become an unparalleled equalizer, effectively levelling the playing field for companies and organizations of any size by allowing them to compete on a global scale by removing the limits that technology infrastructure previously imposed. Besides offering flexible business models, Cloud Computing is also becoming the tool that unlocks one of the main drivers of unsustainable practices: poorly informed decision-making.

Apart from offering flexible business models, Cloud Computing will affect the whole architecture of information services. It will play a major role in creating the basic conditions to allow end users and customers to be liberated from their current device's physical constraints to a world of unlimited services and applications. Cloud Computing in combination with mobile technologies will allow the realisation of "Anywhere, Anytime, and over any Device".

As with all major technology shifts, Cloud Computing offers great opportunities. It also poses a number of questions, from policy, technology, business and usage perspectives.

The technology shift to ubiquitous computing poses the questions of new value chains and respective roles of market players both in the infrastructure segment as well as for the applications/services segments. The markets currently shaping up pose questions with regards to policy, regulation and standards: how to best enable the emergence of new ecosystems and support innovation while ensuring an adequate level of interoperability and consumer protection? The borderless nature of the cloud poses questions with regards to data security, data privacy, jurisdictions and liability.

When considering all this, it is important policy initiatives ensure openness, appropriate use of global standards, interoperability and data security. We at Huawei firmly believe that creating an interoperable environment of portability, transparency, reliability and accountability will instill confidence for all the actors and will be fundamental in the process of cloud adoption. Our active engagement with most of the international standards initiatives (DMTF, Cloud Security Alliance, ITU-T, ISO/IEC JTC1 SC38, ETSI TC Cloud, etc), our own initiative in addressing cyber security, and collaboration with the different stakeholders is proof of our commitment to ensure the conditions of cooperation, openness, interoperability and data security are fully met.

We at Huawei are fully supportive of the idea that everyone should be able to reap the benefits offered by ICT and in particular, Cloud Computing. In this context, we strongly advocate closer international cooperation amongst countries and regions to ensure the sharing of technology know-how, skills and best practices. Apart from the obvious effect of addressing the digital divide, international cooperation also provides the opportunity to create economies of scale which will create financial benefits for consumers and business alike.

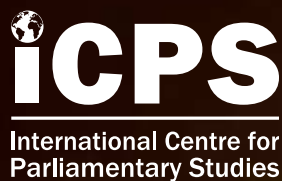
Huawei fully supports Commissioner Kroes' approach to developing future Cloud Computing policies and actions. We particularly support the recent announcement to establish a European Cloud Partnership between government and industry with the objective to set-up a common basis for cloud procurement by public authorities. Cloud Computing offers huge potentials for the public sector. The implementation of Cloud Computing by the public sector will showcase the cost savings, improved productivity and market acceptance of cloud services which in turn will be good for the

European cloud services market. At Huawei, we share Commissioner Kroes' objective to focus the first phase of the Cloud partnership on establishing common requirements in the areas of open standards and security as we believe these are essential to ensure safety and confidentiality of data. These are two aspects which we have identified as critical for the future success of Cloud Computing based services.

In order to leverage the scalability and flexibility offered by the cloud, Huawei began to utilize desktop cloud technology at its Shanghai R&D Centre in 2009, and today, it is used by more than 45,000 Huawei engineers around the world. By using a thin client program, engineers can access their virtual desktops anytime, which results in improved efficiency and work flow. With a desktop cloud deployment, data is no longer stored on each PC, but on servers in the cloud data centre. By centralizing control of the information storage, The Huawei desktop cloud also greatly enhances information security. In addition, maintenance has become more efficient as each IT engineer is now able to manage more than 1,000 virtual desktops, compared with the previous 100 desktops.

Compared to conventional desktop technology, it is estimated that using a desktop cloud can save businesses 30% of a traditional investment and conserve 73% in power consumption. Deployment time is also reduced for the desktop cloud from three months to a few hours.

With the rapid development of cloud-computing technologies, more and more business applications have moved into the cloud. Huawei's desktop cloud is already improving the operations of customers in over 30 countries with a total of 100,000 users, in a range of industries including government, healthcare, education, telecom, and finance. Huawei is committed to offering leading cloud applications and IT infrastructure solutions to promote cloud-based services and applications. In order to promote openness and collaboration across the industry, Huawei has joined hands with more than 300 partners to drive growth and shape the future of the industry. Huawei maintains a strategic focus in supporting European priorities, eg e-Health, Ambient Assisted Living, Smart Cities, Energy Efficiency, which will leverage unique services within the Cloud, ensuring long term benefits to the European community.



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Project co-financed by the European Regional Development Fund

IKTIMED project general objective is to strengthen the competitiveness of small and medium-sized enterprises of the MED area by means of a public-private model of collaboration aimed at supporting their innovation capacity through the dissemination of technologies and innovative know-how.

Guiding principles

- Innovation does not exclusively occur inside traditional research centres (Open Innovation).
- Integrated co-operation between private - public sector and research world to foster the competitiveness and growth of European and Mediterranean territories.
- Trans-European Innovation Networks and Knowledge Innovation Communities as fundamental tools for the system of enterprises of the Mediterranean area.

Current scenario

Research and innovation support measures - especially targeted to SMEs - implemented at both European, national and regional level are often not organized at a strategic way thus favour the implementation of already existing project ideas.

At a local level these measures are planned with a rather short-sighted consideration of the enterprises' needs in terms of knowledge, as their aim is defined on the basis of criteria that are merely of administrative nature.

Awareness of the repercussions that regional innovation policies have produced is quite approximate, not shared enough and with no appropriate local studies carried out so far. Innovation policies' efficacy is measured only against the extent of granted funds.

Partnership and objectives

The project partnership is composed by 12 organizations from 8 different countries from MED area. It was conceived to identify best practices to support innovation and set up new tools for a more efficient co-operation between public-private sector and research world, such as Knowledge Innovation Communities and Trans-European Networks composed of research centres, universities and clusters.

SMEs and universities are called upon to play a crucial role in this new scenario. The project innovation content consists in its capacity to detect these new inputs and apply them at a trans-national level. The tools and activities suggested by the project aim at identifying the most suitable solutions to encourage SMEs acquire new internal and external skills.

MAIN TOPICS

Smart specialization

The smart specialization strategy is built on regional strengths and comparative advantages, as well as on the possible co-operation among territories. Leading regions with a critical mass can invest in advancing a generic "basic" technology (at the frontier of knowledge). Other regions can invest in the application of this knowledge to a particular sector or related sectors.

Public procurement

Public institutions can become open innovation enablers by promoting new practices in their procurement strategies. Policies are more focussed on the supply side of innovation and less on the market demand for innovation through public procurement for innovative products and services. Procurement should be considered as part of a policy mix to stimulate innovation.

Open innovation

Open innovation is a more dynamic model, in which enterprises look both inside-in and outside-out. Innovation is based on knowledge as a set of assets outside the enterprises and cooperation is a way to source knowledge in order to generate new ideas and bring them quickly to market. Open innovation implies the need for companies to make a much more extensive use of external ideas and technologies.

Knowledge and Innovation Communities (KICs)

According to the European Institute of Innovation Technology KICs will consist of highly integrated, creative partnerships including players from the fields of education, technology research, business and entrepreneurship, public and private research, regional and national governments, which will produce new innovation models and inspire others to emulate them.

Innovation policies

Innovation policy as a multi-level governance activity and responsibility for policy design and implementation should be allocated among different levels of government. Governments should also take into consideration additional policy tools in the European Research Area, such as joint programming and financial instruments (equity, loans, etc) and/ or training and education programmes.

Knowledge database

Identification and implementation of common trans-national methods and web platforms in order to have a trans-national impact and contribute to remove bottlenecks in the diffusion and application of innovation and access to RTD results.



Challenges for the Cyprus Presidency

By Androulla Kaminara, Head of the European Commission Representation in Cyprus

In less than six months, Cyprus, the EU's third smallest state, will take over the rotating Presidency of the Council of the European Union for the first time in its history. The stakes are very high; the financial crisis has put the Union through a very critical phase and the Union is taking decisive steps to tackle it. There are important initiatives in the pipeline essential for the day-to-day function of the EU- and for the well-being of the EU citizens.

The challenge ahead is huge. Cyprus will have to prove that size, remoteness or the fact that it will hold the Presidency for the first time do not matter for organizing a successful EU Presidency. At the same time, it will have to overcome the distance barriers (Nicosia, the island's capital, is 1802 miles away from Brussels) and demonstrate that it can act as a "honest broker" by building consensus and putting national interest aside, when acting in the capacity of the presiding country.

Cyprus must make the forthcoming Presidency a successful one. There are three key factors that, in the end, will make or break the Cypriot Presidency of the EU.

The Agenda

The ultimate benchmark for measuring the success of the Cypriot Presidency will be the ability of Cyprus to manage and complete effectively the EU's already identified legislative agenda between July 1st and December 31st 2012.

Cyprus will not shape the EU's legislative priorities for this six month period on its own. This took place in cooperation with Poland and Denmark, the two countries that held the Presidency before Cyprus. The three states, dubbed "the Trio" in euro jargon, have already presented a coherent program with their priorities for this 18 month period, agreed upon by the Council and the European Commission. That means that no Member State can hijack the Presidency to push through its own agenda. That would lead to a doomed Presidency, and to a discredited Member State.

Apart from the above mentioned program, Cyprus will also have to manage other issues passed on from its predecessor, or scheduled to be completed during the period it will hold the Presidency.

One of milestones Cyprus will have to deal with is the Multiannual Financial Framework for 2014-2020 – ie the total EU budget for this period, which is estimated to circa one trillion euro. Cyprus must secure an agreement among all stakeholders, Member States

and EU institutions. On such a thorny issue, the views and positions of the actors involved vary. It is up to Cyprus to prove that it can create consensus and move the EU legislative agenda forward.

Cyprus' tasks certainly do not end here. These are more issues of paramount importance for the European Union and its citizens that have to be either completed or moved forward during the second half of 2012. These include actions on the single market, immigration issues and possibly reaching agreement on the issue of capital adequacy of banks. Again, bridging the gaps between the actors involved is the key for the success of the Cypriot Presidency.

Preparing for the unforeseen

Like every EU Presidency, Cyprus should be prepared to manage unexpected events – both inside and outside the Union.

Let's take Hungary for example, the country that held the presidency during the first half of 2011.

When preparing for the Presidency, the Hungarians could not possibly imagine that an act of desperation and of protest by a Tunisian named Mohamed Bouazizi would set the Arab world on fire, that a devastating tsunami would hit Japan leading to concerns on nuclear safety or that the Eurozone debt crisis would unravel to such an extent.

Still, these were the issues that dominated the European agenda during the first six months of 2011. These were the most pressing issues Hungary had to deal with in order to claim a successful Presidency.



In many cases, the Member State holding the Presidency has to swiftly adapt to reality and actuality. This may require a drastic redesign of the original plan. There should also be mechanisms in place that will facilitate quick responses to unforeseen events.

Communicating the Presidency

A successful presidency not only has to take place but it also has to convince the world it did in fact conclude successfully. For this purpose, a well-built communication strategy is essential. For Cyprus, this means managing the communication in four levels: locally, in Brussels, in the other Member States and internationally. It is up to Cyprus to communicate the issues it is managing as well as its achievements during its Presidency in the best possible way.

During the second semester of 2012, the heart of Europe will beat in Cyprus. The country has a unique ability to promote itself – in terms of culture and tourism. Moreover, through knowledge and expertise sharing, the country's public administration can only benefit from the collaboration with international organizations and civil servants from other European states. The government, the parliament, political parties, the local government, NGOs and trade unions- all Cypriots working preparing the Presidency, eager to grasp the opportunity offered to Cyprus. I am certain that everyone will do their best so that on December 31st the Cyprus Presidency will be considered a successful one and that the European integration will continue to evolve and meet the needs of its citizens.

Cyprus Presidency of the Council of the EU: an opportunity and a challenge



Cyprus will be assuming for the first time the Presidency of the Council of the EU during the second half of 2012. The Presidency of the Council of the EU is an important milestone for the Republic. It's a responsibility and a functional competence consubstantial to membership, which we assume with pride and high sense of the importance of the mission entrusted to us. Its successful accomplishment will highlight Cyprus' role in the EU and its image as a credible, equal and responsible EU member.

What an emotionally impressive path for our small country: from a peripheral area, which is part of the cradle of European civilization, to the heart of Europe, contributing to shaping our common European future! The Presidency is also an opportunity for modernizing the public sector, as the entire state engine will be called to become involved in this project.

In addition, holding the Presidency will result in greater participation of the Republic's civil society in EU affairs. The Presidency will act as an opportunity to bridge the distance from Brussels, which is the center of decision-making and will, thus, bring Cypriot citizens closer to European affairs and at the same time other European citizens will become better acquainted with Cyprus.

However, the Presidency is also a challenge for Cyprus, being a small and new Member State of the EU, with a respectively small public administration. This challenge becomes even greater, as Cyprus will take over the Presidency during exceptionally difficult times for the Union, amid the economic crisis, which has adversely affected economic growth, social inclusion and the quality of life of European citizens.

During its Presidency, Cyprus will also be called to handle numerous important EU issues, such as the completion of the negotiations of the Multi-annual Financial Framework of the EU for the period 2014-2020, the further strengthening of economic governance, the promotion of the proposals included in the Single Market Act and the completion of the Common European Asylum System. It will also focus on integrated maritime policy and southern neighbourhood. Cyprus will aim to bring progress and add value to the issues that will be called upon to handle, as well as to the process of European integration.

Cyprus will assume the lofty mission of presiding the Council with a high sense of responsibility and, in spite of the probable persistence of its national problem, will act in a purely presidential manner. The Cyprus Presidency will be an honest broker – a representative of the common interest and of the policies defined by the Council. It will do its utmost not to allow the overwhelming Cyprus issue to encroach on its role as Presidency, but at the same time the Cyprus Presidency should not in any way be jeopardized due to the Cyprus problem.

The Presidency of the Council of the EU is one of the biggest challenges that Cyprus will face as a member state of the EU and, as it is now a matter of months, the public sector is working in full speed towards a successful Presidency. Humble and modest, Cyprus is yet ambitious, to bring a special sensitivity and flavour to EU policies, in particular when it comes to the social dimension, to contribute, towards a better Europe, increasing solidarity and effectiveness, standing by the values and principles underpinning the European project as conceived by its founding fathers, offering hope in adversity, acting towards achieving the visions and objectives of the Union.



Turkey is the Question: Is the Way to Peace via Brussels?

By Maria Eleni Koppa MEP, Vice-Chair, European Parliament Delegation to the EU-Turkey Joint Parliamentary Committee

Let us begin with the facts:

1. In June 2011 Turkey threatened Cyprus with military action, if Nicosia went forward with drilling for natural gas operations in its territorial waters; the threat did not materialize, but it remains on the table.
2. In September Turkey threatened to freeze relations with the EU, if Nicosia assumes the Presidency which, incidentally, is unavoidable. We do not know if this threat will materialize, but it is not unlikely.

However, in a recent visit to London, President Gul told the press that Turkey still wants to become a member of the EU. In this scheme, it is hard to assess whether Ankara is truly preparing for a historic encounter.

Clearly, as the EU is suffering from an unprecedented economic and political crisis, the vision of EU membership is dimming in Ankara. Turkey is instead contemplating the vision of a Regional Power, where multilateral engagement does not fit the picture. For instance, one might have hailed Ankara's recent commitment to participate in 'international military action in Syria,' if this were to take place for the protection of civilians. However, it is clear that Turkey did not choose to test its muscle in regional politics in order to serve a human rights agenda. If that were the case, relations between Damascus and Ankara would not be as flourishing as they had been until recently. But, the message that Ankara wants to pass is clear: "nothing happens in this region without Turkish involvement."

The Turkish commitment to European integration is thus fading. And Cyprus is not the main stumbling bloc, although it has become the most emblematic of obstacles. The fact of the matter is that France and Germany, amongst other EU member states, have time and again declared their preference to a 'strategic partnership' framing of the relationship. In the past, numerous political arguments were tabled as the main reason: wide regional disparities, the assumed burden in European Structural Funds, or even the sheer size of Turkey with a population of 70 million and growing. There were also of course islamophobic and other racist arguments, particularly from



the European right, informing the 'strategic partnership' discourse.

Now the tables seem to be turning. Undeniably, Turkey values its relationship with the EU. Its ambition to emerge as an 'energy hub' would be simply meaningless without reference to the European market. Moreover, the EU remains a significant trade partner and source of FDI. However, it is clear that Turkey now envisions itself as capable of having a more 'balanced' relationship with Brussels, one that is not founded on the *acquis*, but on a balance of interests.

In this scheme, the Cyprus question has emerged as a convenient scapegoat-issue to derail the enlargement agenda. The European right can use it as a poster-issue, hiding its true agenda, which is the satisfaction of a constituency whose image of Turkey springs, primarily, from the Turkish migrants residing in the poor neighborhoods of major European metropolis. In Turkey as well, waving the patriotic flag is essential for a government eager to demonstrate its patriotic credentials to a constituency that has for long been used to see the army as a 'guarantor of the Constitution.'

However, it is doubtful that this emblematic use of the Cyprus question is serving either Greece or Cyprus. From Athens to Nicosia, we have harbored for nearly a generation the idea that Ankara's bid for EU membership is an opportunity for conflict-resolution; this assumption is a central pillar of Greek and

Cypriot foreign policy, despite differences in tactics that are natural for successive administrations. Now, this pillar appears to be shaking and trembling.

If Turkey goes through and fulfills its threat to freeze relations with the EU, there are many who fear that it will

gradually also liberate itself from the taboo of cutting off bridges with the EU.

If this were to happen, then the Eastern Mediterranean will become an even more unstable region. For the "Pax Ottomanica" vision that certain parts of the Turkish administration harbor, stands for Ottoman 'order,' not 'peace.' The ever more apparent willingness, or even ambition, that Turkey has demonstrated in using military force, points more to a *si vis pacem, para bellum* approach to security rather than concerted and multilateral action.

Let us make no mistake. If, come 2012, relations between Brussels and Ankara freeze, this will not be a parenthesis in our diplomatic relations. It will be a moment of truth, requiring the attention Athens, Nicosia and Brussels. To be blunt, neither the EU nor for that matter NATO are security providers when it comes to intra-member relations. Atlantic mediation has in the past served to balance regional security challenges; but as Washington's relations with Ankara are not at their peak, there are justifiable fears that this is not a precedent we can count upon. So the question at hand is 'if the way to permanent and durable peace does not go through Brussels, how does one secure peace?'

And if we move towards a balance of power paradigm, how far have we 'progressed' since the beginning of our European journey which, incidentally, was all about conflict resolution?

The 'REGIOCLIMA – Regional Cooperation towards adaptation to climate change' CIP INTERREG IVC 2007-2013 project, co-financed by the ERDF, facilitated local and regional initiatives to adapt to new climate conditions, considering both the minimisation of the risk of damage and the exploitation of new opportunities arising from a changing climate.

The project, involved a balanced partnership led by Larnaca District Development Agency (Cyprus), comprising five Local and Regional Authorities (the regions of Veneto, Italy; Valencia, Spain; Crete, Greece; Bratislava, Slovakia; and the agglomeration of Pays d' Aubagne et des Etoiles, France), an academic institution (Estonian Marine Institute) and a regional agency for entrepreneurship and innovation (Varna, Bulgaria). It focused on the exchange and dissemination of experience in climate change adaptation (addressing both policy formulation and implementation), as well as on the joint development of new approaches, in terms of regional policy tools, i.e. the joint elaboration of climate change adaptation (CCA) strategies and the production of a best practice guide on adaptation.

The project partnership elaborated on strategic guidelines for adaptation action at sub-national level, facilitating LRAs to formulate integrated policies that efficiently foresee and adjust to climatic alterations. Such an approach required multi-level governance (often involving cross-border cooperation), hence was also based on the sharing of experiences between local authorities, on the dissemination of technical input related to CCA and on direct interaction with policy makers. Priority was given to the study of local, regional and (inter)national CCA policies and practices, across the European continent:

- CCA priorities and strategies at the level of LRAs were identified and analysed, while a concise document describing CCA strategic approaches and interventions best suited to the local (regional) context was produced, to promote multi-level coordination of the response to Climate Change, by serving as a reference tool in the development and implementation of CCA strategies by European LRAs. Key recommendations for LRAs touch upon a wide range of issues, such as: interregional cooperation in the marketing of agricultural/forestry/fisheries products; gradual reallocation of rural manpower, equipment, know-how and capital resources from areas where agricultural activities decline, towards areas and sectors of rural interest; facilitation of a more balanced tourism flow, with an increase in the number of tourists travelling to destinations outside the high season (e.g. through rescheduling of schools' holidays); development of a joint fire protection fleet at pan-European scale; re-designing of open spaces, in order to make them appropriate for use during extreme climatic conditions; awareness and information campaigns about potential health risks due to extreme heat, targeting not only the South but also northern and central Europe.

- 17 Good practices in CCA were identified, analysed and assessed for their potential to be transferred to other areas. Specific actions plans were elaborated for the transfer of good practices in the use of geothermal energy, in water recycling and re-use schemes, in vine management, in the development of early warning systems, as well as in the elaboration of a comprehensive climate change strategy.

Moreover, RegioClima facilitated coordinated action in the implementation of policy guidelines. In this context, a networking event was organised in June 2011, which brought together policy makers from EU MS, to reflect and discuss on multilevel governance approaches addressing climate change adaptation.

The project was successfully completed in December 2011.

For more information, visit: <http://www.regioclimate.eu>

The Cyprus Question and Turkey-EU Relations in 2012

By Mustafa Kutlay, Center for EU Studies, International Strategic Research Organization (USAK), Ankara

When the formal negotiations began in 2005, many analysts were optimistic about the future of Turkey-EU relations. In one year's time, however, the pace of negotiations started to lose momentum and since 2006, the process has remained at low ebb because it has slacked to a point where it exists in name but without much substance, seemingly due to the Cyprus question. In 2006, the European Council froze eight chapters and announced that it would not close the rest until Turkey opens its sea and airports to Greek Cypriot traffic.

Turkey, on the other hand, argued that it would not open its ports since the EU did not comply with its promises to lift the bans against the Turkish Cypriot community after the Annan referendum. In the Annan referendum, 65 percent of the Turkish side supported the unification of the island, whereas the Greek Cypriots unequivocally rejected unification with 75 percent of the total vote. What is worse, in the following period, France blocked five chapters with concerns that opening them "may pave the way for Turkey's membership." The Greek Cypriots, who blocked a further six chapters, presented a final obstacle to Turkey. This means a *de facto* stalemate in the negotiation process because there are just three chapters remaining opened, which are in fact the most burdensome ones.

What will happen after mid-2012?

Turkey-EU relations are undergoing a severe test and the next phase will begin in the second half of 2012, when the Republic of Cyprus (RoC) is due to assume the rotating presidency of the EU. Turkish Prime Minister Recep Tayyip Erdogan declared at the outset that "the relations with the EU will freeze" if the RoC takes over the EU's rotating presidency without a settlement in the Cyprus question. However, there is no serious reason to believe that there will be a solution in the near horizon mainly due to three reasons. First, the divergence in the mentality of the leaders of the island resembles the difference between day and night. *Ceteris paribus*, there is no motivation for the parties, especially the Greek side, to change their positions and move forward. Second, there is not enough international pressure to solve the problem. During the preparation of the Annan Plan, the UN,



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EU, and US were actively supporting a settlement in the island. In the existing situation, however, none of these actors are willing to take an active role to convince the parties. In this context, the Turkish decision-makers ask the following question: Why would the Greek Cypriots say "yes" in the absence of international pressure given that they did reject the Annan Plan, which was eagerly supported by international actors? This question leads us to the third reason, which I believe, is a severe trust problem. This point is further exacerbated with the recent oil drilling crisis.

The oil drilling crisis and trust problem

When the Greek Cypriots unilaterally started to prospect for energy sources in the eastern Mediterranean, that sea basin, which had been free of tensions for a good while, once more became the center of a power struggle. The latest move by the Greek Cypriots is interpreted by the Turkish side as a new obstacle in the way of a Cyprus settlement and has also begun to affect the basic paradigm of Turkish foreign policy. The tension over drilling in the eastern Mediterranean has created the conditions for taking down old but not obsolete dossiers from their dusty shelves and placing them back on the table.

The Turkish side understood once more that for as long as the Cyprus problem

is unresolved, Turkey is going to face unexpected problems. In essence, it is the Cyprus problem which lies at the bottom of the latest tensions because it is the Greek Cypriot sector which is recognized as a sovereign state by the international community, and it has also obtained EU membership. Thus in the seabed drilling crisis, the RoC claims it is using its sovereign rights. The EU, Russia, and the UK have developed a common position regarding petroleum prospecting in the eastern Mediterranean, stating that it is the right of the RoC. The crux of the Cyprus problem becomes apparent here. The Turkish side asks the following question: If the RoC is the legal representative of the island and represents Turkish Cypriots as well, why are the parties negotiating? What is the *raison d'être* of the negotiations? This ontological problem and the low level of trust between the parties make a solution proposal extremely difficult, if not impossible.

In conclusion, the problems in Turkey-EU relations are multifaceted, the Cyprus question being just one of them despite its importance. The burden lies on the shoulders of both sides. Therefore, for possible progress in Turkey-EU relations, the parties should stop playing a "blame game" and try to come up with creative policy proposals based on just, fair, and reciprocal principles.



Polis Chrysochous

the best kept secret of Cyprus

Polis, which in Greek means town, is one of the most beautiful areas of Cyprus, near romantic sites, close to where Aphrodite, goddess of love and beauty, used to meet her lover Adonis. Polis is built on the northwest of Cyprus, near the Akamas Peninsula with its renowned Baths of Aphrodite.

Polis Chrysochous Municipality was founded in 1882 and it was one of the oldest Municipalities in Cyprus, and it is the centre of the area, which includes 23 communities. Our Municipality has 3.500 inhabitants. Polis was known as Marion and in the ancient years was one of the city-kingdoms founded by the Myceneans, when they came to Cyprus. The kingdom was rich in gold and copper ore, mined chiefly in the nearby Limni mines.

The whole Polis area has been bountifully blessed by nature and combines the beauties of mountain, sea and plain. Its seas are clean and warm, with extensive sandy beaches. The climate is healthy with mild winters and cool summer nights. The area is especially suited to people with special interests, who enjoy activities, when on holiday. Polis is a perfect refuge for mental and physical relaxation and recreation. Those wishing to escape the stress and routine of daily life will find an ideal place of calm and rest, in an environment of unparalleled beauty. Polis is the favorite spot of demanding visitors in search of a quality holiday in a friendly, sociable environment. The whole area of Polis has been bountifully blessed by nature and combines the beauties of the mountain, the sea and the plain. Two beaches of Polis Chrysochous had successfully participated in the campaign of the Blue Flags (Municipal Beach-Camping Site). The Municipal Beach is located on the Southwest of the Town and the camping site on the west. Both beaches are very clean, provide high standard of security.

Latchi area is one of the oldest ports in Cyprus, from where people from Greece and other places used to come in Cyprus in the ancient years. Afterwards they used the port for exporting carobs. You can find there marks of the old carob warehouses, but the most of them converted into restaurants and fish taverns. Latchi port has been used by the fisherman and it is famous for its fresh fish. The area is ideal for sports enthusiasts. Cuclin and hinking are a great way both to keep fit and explore the region. Take in some breathtaking views along one of the many scenic nature trails that have been designated especially. The sandy beaches of Lara on the Akamas west coast are some of the last Mediterranean nesting grounds for the green and loggerhead turtles, whose numbers have greatly been increased thanks to a successful conservation project there. With warm crystal clear seas, Polis is perfect for water sports. There is every variety of water sports, such as paragliding, jet skiing, water skiing, banana boat riding and canoeing, available. Windsurfing, sailing and deep-water fishing can be enjoyed all the year round thanks to the steady winds and mild weather. The Ayios Andronikos park, which is in the central area of Polis, adds a green area to the backdrop of the parade. In the park there are seating areas and the historical and ecclesiastical monument. The park is designed to offer a haven of peace in what is a busy part of the town. People will be encouraged to take time out for thought and maybe read a book in quiet and rich surroundings.

Tourism is the main economic source for the area and we have taken many steps to attract tourism to our area. Many of the projects undertaken always have the tourism factor inherent. Polis is one of the most beautiful part of Cyprus. It still has the attraction of the small town, the natural environment, climate, surrounded by history and real village life as well as clean waters and the Akamas. We know once people visit us once they always come back. We believe we have all the attributes to create a quality tourism destination.

Our Municipality organizes a variety of social and cultural events to promote the area and offers quality entertainment to all. One of the main events is the established event called "Marion Arsinoe days", which is held in the summer months for obvious reasons. The event promotes dancing, theatre and concerts for local artists and is enjoyed by the local community and many visitors.

Consequently, Polis Chrysochous is one of the most beautiful area in Cyprus, which combines clean sea and beaches, mild climate, beautiful mountains with special kinds of trees, peace, quiet and hospitable area. Polis is a beautiful region, where you can feel that time has stood still, with a strong culture and many traditions handed down through the ages.



The Cyprus Question and the European Union

By Gözde Kılıç Yaşın, *Yüzyıl Türkiye Enstitüsü*,- The 21st Century Research Institute-, Head of Centre for Balkan and Cyprus Studies

The Republic of Cyprus is a sui generis state founded with the 16 August 1960 Nicosia Agreement on the basis of 1959 London and Zurich Agreements (11 February 1959) and its status was also determined in the mentioned agreements. The Republic of Cyprus has come into existence by mutual consent between the Greek Cypriot Community, as an equal co-founder element but not a sovereign founder, albeit numerically superior, and the Turkish Cypriot Community, as an equal co-founder element but not a minority in status, albeit being numerically inferior. Similar to the London Agreement, the Nicosia Agreement was signed by 3 states and 2 Cypriot communities and subsequently the newly founded state applied for membership to the UN. The Republic envisioned an order founded on the fulfillment of state functions, which is on the basis of the two communities co-operating with the principle of equality.

This arrangement provided the opportunity to protect both communities and individual assets, and it was designed to prevent one society from dominating the other with the constitutional guarantees. As a matter of fact, this status of the 1960-Republic of Cyprus, is similar to the model which the EU sees as a guarantee of stability in the geography of the Balkans today. According to the multi-cultural, multi-ethnic, multi-religious democratic state model to be developed in Bosnia-Herzegovina, Macedonia and Kosovo, the rights of founder-equal partners of the 1960-Republic of Cyprus were protected more strongly. Yet, Greek Cypriot leaders representing one of the "equal co-founder element" usurped, in 1963, the state machinery by forcefully expelling the Turkish Cypriot Community. In fact, it is "numerically inferior but not a minority" in the Republic of Cyprus established by virtue of the law created by the UN General Assembly Resolution 1287.

Another feature of the establishment phase is that the Cyprus Republic (founded on August 16, 1960) is in the status of a signatory party. The elected representatives of the Turkish Cypriot and Greek communities, who are the signatories in the treaty establishing the Republic of Cyprus, have signatory party status. Consequently, if one of those parties is not present, one cannot mention "the Republic of Cyprus".

Accordingly, any decision taken by the Southern Cyprus House of Representatives using the name "the Republic of Cyprus", will not have legal validity. UN Security Council resolution 181 (March 4, 1964), recognized the government in the south as "legal", arising from a "doctrine of necessity" with the creation of a UN peacekeeping force in Cyprus, which can only commence its duties with the permission of the government. Though it is an unfortunate decision, it neither abolished the Republic of Cyprus nor eliminated the Constitution. Besides, the UN applied to Greek and Turkish communities of Cyprus, being loyal to the concepts of "joint government" and "two-Society".

Parenthetically, the decision "guarantees and guarantors to a EU member United Cyprus Republic are unthinkable" of the Southern Cyprus House of Representatives, dated February 19, 2010, is contrary to the Articles 181 and 182 of the Constitution of the Republic of Cyprus.

Hence, Article 182 provides that certain basic Articles of the Constitution incorporated from the Zurich Agreement "cannot", in any way, be amended, whether by way of variation, addition or repeal⁽¹⁾. On the other hand, the decision of the Southern Cyprus House of Representatives also violates the immutable Article 185 stating that the territory of the Republic is one and indivisible and excludes any kind of separatist independence. Therefore, failing to make an objection to the decision of the Greek Cypriot House of Representatives will also legitimize the recognition of the TRNC⁽²⁾. Indeed, the violation of the provision, which constitutes the basis of UN Security Council resolution 541 by the Greek Cypriot side will eliminate the objection for the recognition of the Turkish Republic of Northern Cyprus.

Cyprus will be a new matter for the EU at the latest after the termination of the task of the UN Peacekeeping Force or at the earliest, with the violation of Article 185 of the Constitution of Cyprus Republic. The time bomb is ticking under Cyprus. Not only the status of states of Turks and Greeks will be a matter for discussion, but also in accordance with the decolonization law of the United Nations, the status of the British military bases will be problematic. It seems that the Cyprus Greek Administration lies

in the heart of the Cyprus Matter for the EU. Considering its reluctance observed during the ongoing negotiation process, it has to be clarified whether it wants to establish the Cyprus Republic again or not before the EU presidency. This is because the Greek Cyprus Administration when entering the EU on May 1, 2004, contrary to the Cyprus Republic Establishment Agreement, concealed a two society structure and two official languages and declared English as the main language, which it is not. Greek Cypriots have no loss, since Greece when entering to the EU in 1981 declared Greek as its main language. However by blocking Turkish from becoming an EU language, it denoted its intention to keep the Turks out of the EU, for example lessened employment possibilities of Turks in EU offices. Consequently, the Cyprus Greek Administration did not have any intention to merge with Turks and they did not apply to the EU as the Cyprus Republic. The acceptance by the EU of such discrimination is quiet thought provoking, since the EU is a known as a supporter of "democracy, respect for human rights and fundamental freedoms and the rule of law".

The provisions of the EU *acquis* on native language and European Parliament elections should be applied in this context. Instead of countries, people are represented in the European Parliament and the dominant element of the Turkish Cypriots should also be able to represent themselves. According to EU law, each country should make their own EP elections according to their own constitutional requirements. Pursuant to Article 63 of the Constitution of 1960, Greek Cypriots and Turkish Cypriots must have two separate electoral rolls. Sending EP deputies solely with the elections held in Southern Cyprus is contrary to both the EU and the Constitution of 1960. In the 2014 elections, for the two European Parliament deputies a separate ballot box should be established within the boundaries of Northern Cyprus. In addition, Turks should be free to choose their own representatives in accordance with the Constitution of Cyprus. As the Republic of Cyprus was stipulated to enter the EU as a united Cyprus, taking into consideration the population of Turkish Cypriots, six deputies were decided to represent the Republic of Cyprus in the EP. This calculation was not

EU's Multilingual Policy and the Cyprus Presidency

By C. Akça ATAÇ, Çankaya University, Ankara

realized but the decision of April 27, 2009 taken by Court of Justice of European Union (CJEU) despite the 2nd paragraph of the Article 1 paved a new way⁽¹⁾. On the other hand, Annex 10 of the protocol does not mean the exclusion of the existence of the Turkish Cypriots. Though the parliamentary rights are frozen, Greeks need to be included at the EP with 4 seats until the settlement. Otherwise, it is both contrary to the EU principles, to the constitution and to the law. Observer status for the Turks would be inevitable.

The EU's rules are being violated against the Turkish Cypriots including the isolations with regard to the principles of free movement of goods, people, services and capital. The presidency of the Greek Cypriots, which blocked the implementation of EU rules, is a concern for Turkish Cypriots. The Turks seem to be right in their fears for the perpetuation of unlawfulness. We hope that when it takes over the rotating presidency, the "Cyprus Republic", will follow positive and fair approaches. However, the most reliable is to find a lawful, just, lasting solution that works, based on the 1960 Accords before July 2012.

⁽¹⁾ Indeed, Representative of the Greek Cypriot community Kyprianu 's initiative to cancel the Treaty of Guarantee and Alliance, recieved the response that even the UN Security Council is not authorized to make any changes to the treaty except the signatory parties, in paragraph 74of the protocol of Law No. 1096 dated February 19, 1964 .

⁽²⁾ See; Mehmet Şükrü Güzel, Kıbrıs Cumhuriyeti Garanti ve İttifak Antlaşmalarının İptal Edilemezliği, 3 March 2010, <http://www.turksam.org/tr/ai1934.html>

⁽³⁾ The Protocol 10 of the Republic of Cyprus Accession Agreement to the EU signed in Athens on April 16, 2003 came into force on May 1, 2004 defines the territories under the sovereignty of TRNC as "the areas of the Republic of Cyprus, in which the Government of the RC does not exercise effective control. According to this, EU acquis has been suspended in north of Cyprus until an agreement is made. However, the Court of Justice of European Union (CJEU) had decided that Northern Cyprus Courts has judicial power in the events in Northern Cyprus in a property suit known as "Orams case" by interpreting the 10th Protocol This means that the EU judiciary and the acquis in the north of Cyprus is working.

Multilingualism presupposes respect for linguistic diversity in particular and cultural diversity in general. It stands where complete integration, national identity, education policy, social cohesion, complex communication, good immigration policies and competitiveness intersect.

Multilingualism of the EU appears to be a unique characteristic among the organizations of the international community in terms of scope, quality, quantity, and functionality.

From the very outset, which means since the establishing treaties of the EU and their amended versions, an explicit honouring of multilingualism has been integrated into the European values. This fact deserves genuine appreciation.

EU multilingualism is, in the first place, defined as the "democratic right" of the member states and citizens to "their own language." This definition is useful especially in understanding the institutional multilingualism.

The recognition of one state's official language as an authentic EU language provides that state's citizens with an unalienable right to involve in the EU's decision-making process, communicate in the bureaucratic line in their own language, sit in the European Parliament as MEPs and deliver speech in any of the EU official languages.⁽¹⁾

The sustainability of this democratic right, however, depends on extremely costly, swift, accurate translations and excellent language skills. In other words, multilingualism as democratic right requires high maintenance and a very generous budget.

It is evident that such colossal complexity takes its toll on Europe both in terms of work and budget load. Nevertheless, it is a toll worth paying in the name of narrowing the democratic deficit, which has been reigning in the EU in certain issue areas.

In an interview with Euractiv Romania in 2008, then Commissioner of Multilingualism Leonard Orban declared that whenever the Greek Cypriot government completed the

required paperwork, Turkish would become the next official EU language.⁽²⁾ Article 3 of the Cypriot Constitution, which is currently in force, stipulates that both Greek and Turkish have official language status "with no distinction made between them."⁽³⁾

Evidently, had the Annan Plan been accepted by Greek Cypriots, Turkish would have become one of EU's "authentic" languages.⁽⁴⁾

Nevertheless, due to the now pending political settlement on the island, the Greek Cypriot government does not fulfill its obligation of registering the Turkish language with the European Commission as an official language.

According to Article 8 of Regulation 1/1958, member-state languages do not automatically obtain official status.

The member state itself is expected to apply for the registration of its official languages as official and working languages of the EU.⁽⁵⁾

Because Greek was already an 'authentic' EU language and the Greek Cypriot government did not register Turkish with the Commission, Cyprus when it became a member state in 2004, did not contribute a language to the EU.

It is true that, as the Commission's communication underlines, "[m]ember States are the key decision-makers on language policy."⁽⁶⁾ From that perspective, it seems to be up to the Greek Cypriot government to make the necessary arrangements for the Turkish language and they are entitled not to do so.

Nevertheless, their preference of not registering Turkish as an EU official language contradicts with their official discourse promising that "[a]s an EU member, Cyprus's democratic institutions can guarantee the political rights and freedoms of all its citizens."⁽⁷⁾

Turkish is the democratic means that would provide better communication between the EU institutions and Turkish Cypriots and the Greek Cypriot government should not be able to prevent such communication. In the words of a student of law, "the Turkish Cypriots" should not be "deprived of the possibility of using their own official

EU's Multilingual Policy and the Cyprus Presidency (Contd)

By C. Akça ATAÇ, Assistant Prof of Political History at the Dept of Political Science and International Relations, Çankaya University, Ankara

language in their relations with the European institutions.”⁽⁸⁾

The Greek Cypriot government's treatment of the issue as a non-issue disturbs even its Greek Cypriot citizens on the grounds that the absence of Turkish in the communication with the EU hampers “the access of young Turkish-Cypriots to the EU-related job market.”⁽⁹⁾

The equal status of Greek and Turkish in Cyprus, as a matter of fact, manifests itself on “Cypriot euro coins.” Effective since January 1, 2008, “on the national side” of the coins “the name “Cyprus” reads both “ΚΥΠΡΟΣ” in Greek and “KIBRIS” in Turkish.”⁽¹⁰⁾ What the coins thus testify should not be denied from the Turkish Cypriots.

It is our conviction that regardless of a solution to the Cyprus question, Turkish should be registered as an official EU language, because the current constitution of the Greek Cypriot state safeguards the equal status of Greek and Turkish and the Greek Cypriot government claims to be the legitimate EU representative of the entire Cypriots, from both sides of the island.

What is striking, the fact that Commissioner Orban has now been replaced by a Cypriot, Androulla Vassiliou as the Commissioner for Education, Culture, Multilingualism and Youth makes the topic of EU multilingualism even more sensitive.

When a commissioner who rhetorically believes that “every EU program” of multilingualism should have “a direct impact on citizens’ lives”⁽¹¹⁾ remain indifferent to the lack of such impact on the Turkish Cypriot youth, the situation at hand appears to be the quintessential example of an oxymoron.

The EU's multilingualism report supervised by the renowned author Amin Maalouf underlines that “[t]o neglect a language is to run the risk of seeing its speakers becoming disenchanted with the European project.”⁽¹²⁾

The EU executives and member states should realize that the failure to include Turkish in the EU languages has further contributed to the Turkish Cypriots’ disenchantment with the EU, which has

been ongoing since the ill-fate of the Annan Plan.

Turkish could have helped facilitate closer reconciliation on the island and the Turkish speakers throughout Europe, mostly immigrants, would not have had to wait for Turkey's membership to be fully integrated with the European society.⁽¹³⁾

The Greek Cypriot government's attitude towards multilingualism and the Turkish language during its EU presidency would serve as a litmus paper testing the Greek Cypriots commitment to the EU ideals, norms and values.

⁽¹⁾ Agnieszka Doczekalska, ‘Drafting and Interpretation of EU Law-Paradoxes of Legal Multilingualism,’ in Gunther Grewendorf and Monika Rathert, *Formal Linguistics and Law* (Berlin: Mouton de Gruyter, 2009), 341.

⁽²⁾ ‘Interview: Importance of Multilingualism “will not diminish,” 02 April 2008, <http://www.euractiv.com/en/culture/interview-importance-multilingualism-diminish/article-171266>

⁽³⁾ Peter Yves, ‘Managing or Celebrating Linguistic Diversity in the EU?’, 2004, http://www.iee.umontreal.ca/publicationsfr_fichiers/COLLOQUE-2004/IvesIESfinal.pdf

⁽⁴⁾ Piror to Cyprus's adhesion to the EU, the Annan Plan was taken to referendum concurrently on both sides of the island. Whereas 75% of the Greek Cypriot voters said “No,” 65% of the Turkish Cypriot voters said “Yes.” The fact that their “Yes” vote for an EU-supported UN plan has not substantially eased up the sanctions on them has caused significant resentment among Turkish Cypriots.

A 2007 survey showed that 65 % of Turkish Cypriots now opted for two separate states and not a united Cyprus. See Mehmet Hasgüler and Murat Tüzünkan, ‘Cyprus at a Crossroads,’ *Middle East Quarterly*, Vol. 16 No: 4, Fall 2009, 63-71.

⁽⁵⁾ Doczekalska, ‘Drafting and Interpretation of EU Law-Paradoxes,’ 342.

⁽⁶⁾ ‘Multilingualism: An Asset for Europe and a Shared Commitment,’ Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, September 18, 2008.

http://ec.europa.eu/education/languages/pdf/com/2008_056_en.pdf

⁽⁷⁾ Euripides L. Evrivas, ‘Cyprus in the European Union: Prospects for Reunification, Peace with Turkey, and Regional Stability,’ *Mediterranean Quarterly*, Vol. 1 No: 3, 2005, 7.

⁽⁸⁾ Atilla Arda, ‘Turkey's European Dream Starts with the Turkish Language,’ 19 May 2006, <http://www.agoravox.com/news/europe/article/turkey-s-european-dream-starts-4835>

⁽⁹⁾ Olga Demetriou, ‘Catalysis, Catachresis: The EU's Impact on the Cyprus Conflict’ in Thomas Diez, Mathias Albert and Stephen Stetter (eds), *The European Union and Border Conflicts: The Power of Integration and Association* (Cambridge: Cambridge University Press, 2008), 81.

⁽¹⁰⁾ Atilla Arda, ‘Turkish Language Enters Euro Area,’ 24 January 2008, <http://www.lawofemu.info/blog/2008/01/turkish-language.html>

⁽¹¹⁾ Quoted in ‘Vassiliou Vows to Boost Student Mobility, Job Skills,’ Euractiv, 15 January 2010, <http://www.euractiv.com/en/priorities/vassiliou-vows-boost-student-mobility-job-skills/article-188956>

⁽¹²⁾ ‘A Rewarding Challenge How the Multiplicity of Languages could Strengthen Europe. Proposals from the Group of Intellectuals for Intercultural Dialogue set up at the initiative of the European Commission,’ Brussels 2008, http://ec.europa.eu/education/policies/lang/d20oc/maalouf/report_en.pdf

⁽¹³⁾ Peter Yves, ‘Managing or Celebrating Linguistic Diversity in the EU?’, 2004, http://www.iee.umontreal.ca/publicationsfr_fichiers/COLLOQUE-2004/IvesIESfinal.pdf

Cross Border process for enhancing the employability of doctoral students

The ProDoc project in short is the "Cross Border process for enhancing the employability of doctoral students, and for doctoral skills development with companies and non-profit organizations". It is intrinsically a cross-border project between the regions of the Nord-Pas de Calais (France) and Wallonie (Belgium) within the framework of INTERREG IV.

The project started on 1 January 2008 and will close on 31 December 2012. It involves four main partners but also many associated members. On the French side, the project is run by the Doctoral College of Lille Nord de France University. The three other main partners are from Belgium: Objectif Recherche (a non-profit organization) Wallonia Brussels Academy, and the Academy of Louvain. The whole project concerns more than 5,000 doctoral students

The objectives underlined in this program are mainly:

- ▶ To enhance the employability of doctoral students with a better understanding of the economy and of SMEs in the border areas, together with a better implementation of acquired skills
- ▶ To better organize the link between supply and demand in terms of cross-border employment at doctoral level.
- ▶ To better highlight the whole border area within Europe and on the international scene by enhancing, for example, the strengths of doctoral studies.
- ▶ To allow the partners involved in the project to share knowledge and best practices

To attain these objectives, a range of major actions are scheduled:

▶ **The Seminar for 'Franco-Belgian Doctorials' ®**

This consists of an annual seminar run over 6 days, alternatively held in France and Belgium. It is designed to encourage doctoral students to expand their employability projects beyond the traditional opportunities offered in universities or in research institutes. More particularly, the seminar tries to address the issue surrounding the upgrading of the PhD thesis as a genuine professional experience, which can then be given greater value in respect to private employers. Another issue which is addressed concerns the potential for the employability of PhD graduates in private companies.

The next seminar will be held in Tournai in Belgium from 17 to 22 June, 2012.

▶ **Employment Forums:**

This annual forum aims to improve links between PhD students, PhD graduates and employers by means of workshops and conferences on the employability of PhDs, and with interviews with experts on employability, or direct discussions with potential employers present.

The next forum will be held in October 2012 in Mons (Belgium).

▶ **Support to Ph D students**

In order to enhance the coaching in terms of seeking employment, a network of academic advisors is being processed.

▶ **State of the art counselling in Ph D employment**

A survey of private companies and of non-profit organizations on the employment of PhDs was achieved to address the issue on the role of PhDs in innovation processes.

Focus teams including PhDs and employers were also set up in order to analyze the coherence between doctoral skills and those required by private companies. The analysis will lead to establishing Policy papers with indicators for improving the capabilities of PhD students.

Furthermore, information on PhD skills is disseminated by means of short film clips relating to PhD interviews.

For more information, please visit: <http://www.pro-doc.org>



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LET'S DO AMAZING

Implementing Sustainable Disaster Management Systems in the Indian Ocean

By Ben Kimber, Editorial Researcher, Government Gazette

The Indian Ocean shares its coastline with a number of nations, some wealthy and some developing. It is a place where trade and investment can form the basis for developing closer regional ties. It is also a place where some of the effects of climate change are most prevalent.

Mauritius, located off the south east coast of Africa is particularly vulnerable. The Mauritius Meteorological Service says an increase in extreme weather events such as cyclones, along with sea level rise are issues confronting the island nation.

Some countries are looking to combat the threat posed by man made climate change by implementing policies to protect the environment.

The former President of the Maldives Mohamed Nasheed pledged to make his country carbon-neutral by 2020. Located South-west of Sri Lanka and India the group of low-lying islands that make up the Maldives are predicted to be the first to face the consequences of rising sea levels.

It isn't just nations situated by the coast though that are susceptible to the impacts of climate change and natural disasters.

The earthquake and subsequent Tsunami in Japan on 11 March last year reminded the world of how a placid body of water can so quickly become an unstoppable tide, sweeping in land for kilometres and requiring a major recovery effort.

Established not long after the Boxing Day Tsunami of 2004, The Hyogo Framework for Action: Building the resilience of nations and communities to disasters set out a ten-year framework to improve disaster management systems.

A Mid-term review conducted in 2011 looked at the measures implemented by nations working towards the goal of a 'substantial reduction of disaster losses, in the lives and in the social, economic and environmental assets of communities and countries.'

It found at a national level there is still confusion of who is in charge at the time of a disaster, therefore creating uncertainty in

the area of accountability. Steady progress is noted as being made though in the area of disaster risk reduction.

The United Nations International Strategy for Disaster Reduction has acknowledged the ambitious nature of the framework, but prescribes that the plan is necessary to facilitate irreversible change in the psyche of governments and citizens alike.

The United Nations Global Assessment Report on Disaster Risk Reduction (2011) found that although the likelihood of being killed by a natural disaster such as a cyclone or flood has decreased in developed wealthier nations the rate amongst people in developing, weaker governed countries has stayed the same.

The impact on economic stability of nations affected by disasters is particularly significant and only compounded by the current economic climate.

It is often said the cost of inaction far out weighs the cost of action. Investing in preventative measures such as building sustainable and strong infrastructure is considered crucial in lessening the blow both financially and psychologically from a natural calamity.

On the 12th of October 2011, 23 nations took part in an exercise to test the Indian Ocean Tsunami Warning System. The simulation of a disaster on the scale of the 2004 Boxing Day Tsunami was held with bulletins being issued to participating nations and evacuations of some coastal communities taking place.

The drill was deemed an early success and billed as an example of how nations can work together in the immediate aftermath of a widespread incident.

Beyond the planning and preparation processes is the response. Citing the ongoing drought, matched with political instability in parts of Africa as one example, there have been numerous cases where large amounts of foreign aid have been misused, intercepted by rebels and corrupt

government officials instead of going to where it was intended, no doubt resulting in greater losses.

The misappropriation of donations is also more likely to occur when the area they are intended to go to is not clearly understood between the institutions and organisations responsible for the collection and delivery of the aid.

The utilisation of information and innovations in communications technology is seen as one way of overcoming the impediment of distance and lack of knowledge from those on both the inside and outside of communities.

At the heart of the success of any implemented program is the level of community involvement and awareness.

The assessment process and rebuild aspects of disaster management are helped by the attitude of those affected, which is formed through their treatment in the stages leading up to, during and after a disaster.

Technology and community participation must surely be the most powerful means by which nations can achieve goals within and beyond the Hyogo Framework for action.

The Indian Ocean is the third largest of the world's oceans. In that fact alone lies the magnitude and complex nature of the issue of disaster management, requiring relationships between governments, organisations and communities at a depth figuratively similar to that of the ocean itself.

A two-day conference, Preparing for the Worst: Implementing Sustainable Disaster Management Systems in the Indian Ocean canvassing discussion on all of these issues will be held in Mauritius in 2012.

Time for Action in the Occupied Palestinian Territories

By Dr Arafat Shoukri, Director of the Council for European Palestinian Relations (CEPR)

In the last weeks, numerous reports have come to light regarding Israeli policies towards the Palestinian territories which are causing increased diplomatic activity in favour of a Palestinian state. The first report was produced by the European Heads of Mission in Jerusalem and Ramallah entitled "Area C and Palestinian State-building" (July 2011) and demonstrates the illegal nature of the continuing Israeli military occupation and ongoing Jewish colonization of Area C in the Palestinian West Bank. The report is very informative and includes some highly important figures. For example, in 1972, there were 1,200 Jewish settlers in Area C, whereas in 2010 the number was 310,000 (excluding East Jerusalem). Moreover, the report reveals that prior to 1967 there were between 200,000-320,000 Palestinians in the Jordan Valley while today the number is 56,000.

As well as the above-mentioned report, another one coming from the French Parliament's Foreign Affairs Committee accused Israel of implementing water 'apartheid' policies in the West Bank (in "The geopolitics of water", December 2011). The report highlights statistics that strongly support this argument: "Some 450,000 Israeli settlers on the West Bank use more water than the 2.3 million Palestinians that live there."

The findings of these reports were witnessed by international politicians during the fieldtrips which were organized by the Council for European Palestinian Relations (CEPR) this past autumn to the different parts of the Palestinian territories. These CEPR delegations included UK politicians who witnessed the harsh realities on the ground and British efforts at building the putative Palestinian state.

Britain has long supported Palestinian institution-building by investing hundreds of millions of pounds. Tony Blair, former British Prime Minister, was appointed in June 2007 as envoy for the International Quartet to the Middle East peace process. Britain also contributes seconded-staff to the two EU civilian missions that were deployed in the Occupied Palestinian Territories namely EUBAM-Rafah and EUPOL-COPPS. Through the Department



for International Development (DfID), the British Government has allocated millions of pounds to support the Palestinian economy, helping to build state institutions and improving security and access to justice. It is estimated that DfID will have spent an average of £86 million per year in the Occupied Palestinian Territories until 2015.

All these investments on the ground are of great importance, but the pitfall is that they have not been accompanied by concrete political results.

Israel still occupies and isolates Gaza. In the West Bank and Jerusalem, Palestinians still cannot move freely in their territory because of the hundreds of checkpoints, road-blocks and the Wall. Palestinians are still being evicted from their homes that are subsequently re-occupied by settlers or simply demolished. Moreover, settlement expansion has reached historic levels with a 19 per cent rise from 2010 while East Jerusalem witnessed in 2011 the highest number of construction plans in a decade.

It is high time for the European Union and the British Government to take immediate actions to stop the continual encroachment of Jewish settlers on Palestinian lands and to end the Israeli military occupation of Palestinians.

Although we welcome Britain's deputy Prime Minister's recent comments concerning how the propagation of Israeli 'facts on the ground' are "an act of deliberate vandalism to the basic premise on which negotiations have taken place for years and years" a more pro-active policy towards the Israeli-Palestinian conflict is needed.

Thus, Britain should not restrict itself to declarations, which have little impact on events in situ since they are dismissed as "background noise" by Israel.

There are fundamental changes sweeping across the region which should encourage the EU and the British Government to revise its policy towards the Israeli-Palestinian conflict. Israel can no longer be left to act as an immune country above the law.

Unless Britain and the European Union put some real and conditional pressure on Israel we will see no improvement towards peace.

On the contrary, as the EU Heads of Mission report argued: "if current trends are not stopped and reversed, the establishment of a viable Palestinian state within the pre-1967 borders seems more remote than ever."

<http://www.thecepr.org>

The Taliban: Power Sharing Potential

By Dylan Charles, Editorial Researcher, Government Gazette

Since the conclusion of the Peshawar Accords, the Taliban has evolved in a tremendous fashion. From the radical madrassah students of Kandahar, to the organized paramilitary group we see today, this collection of jihadists have effectively shaped the world around them. Yet, as international forces begin their inevitable troop draw-down, a new stage in Afghanistan diplomacy is beginning to emerge.

After a month of talks, held in the Pakistani capital of Islamabad, the Pakistani branch of the Taliban declared a unilateral ceasefire, halting all attacks against state institutions and armed local and national forces. Representing a marked shift, this diplomatic initiative effectively alters the trajectory of the armed struggle, progressively bringing it closer to a close.

However, stemming from this positive diplomatic affirmation arises a particularly difficult question: Does this diplomatic initiative mark a shift in Western attitudes towards Islamic political based movements? Rapprochement, throughout the earlier years of 21st century had been disregarded as viable diplomatic strategy.

Yet, as we witnessed the 10 year anniversary of hostilities, the mantra has undergone a significant transformation. Evident to the both sides of the conflict, the possibility of total victory has fallen into the realms of impossibility.

Concurrently, the proportional rise in casualties has also cognitively dampened the resolve of both participants. It is due to this that Hamid Karzai, amongst other things, has consistently declared the political position of the Afghani government, in relation to the Taliban insurgency, as pragmatic. His communicational channels remain open to diplomatic contact.

President Karzai in this regard, presents himself as one of the few Western-supported leaders to take a conciliatory stance towards the continued existence of the Taliban. Could this mean other nations will follow?

Already, power-sharing agreements have been struck between national governments

and non-state actors in states with existing insurgency struggles. With Lebanon and Hezbollah being the epitome of such a diplomatic bargain, it is understandable for Western leaders to be cautious of Taliban negotiations.

Yet, contemporarily, despite the risks, nationally governing political communities such as the Palestinian Authority, are progressively seeking to rectify animosities and concurrently include the jihadist organisation of Hamas within their relative political process. In this case as well, Western nations remain sceptical.

However, with national leaders clamouring for an end to financially burdensome conflicts, diplomatic rapprochement may be necessary, and there is evidence these same Western nations are beginning to understand this reality.

On 14 July 2011, 14 ex-Taliban militants were removed from the UN sanction list commissioned in 1999. This was the policy transition that the conflict needed. Like the reconciliation efforts of this UN committee, Washington, along with London has begun to invite and engage various ex-Taliban members in negotiations pertaining to the possible mitigation of violence.

Though these meeting have been conducted in "secret", there is an accepted understanding of what these meetings concern. Clearly, by offering ex-Taliban fighters inclusion within the Afghani government, negotiators hope to incentivise militants to participate in the reconstruction and re-development of their nation. The evidence has presented itself. The continued existence of this jihadist force has predicated their role as political stakeholders.

Though violent, they are nonetheless an important minority. As long as they exist, or rather, are ignored as a socio-political entity, they will continue to tarnish that fundamentally important national facet, governmental legitimacy.

On the death of his brother, Hamid Karzai proclaimed "Once again I call on the Taliban, my dears, my brothers and friends, come and join me in building the country. Stop

destroying the country." This is precisely what needs to take place.

For actual progress to be made, especially on the diplomatic front, Western allies must continue these conciliatory efforts, bargaining and dealing with the "enemy", in order to end the protracted conflict. However, another question arises: What could this mean for the Taliban's existence?

Throughout its tenure as a staunchly anti-modernist organisation, the Taliban had purposely positioned itself on the margins of the global society.

With the belief of their own veracity, militants throughout their ranks fully committed the resolve to the "total victory". Clearly this is no longer an option.

Yet, some of their hard-line stipulations in the Islamabad peace talks continue to reflect this relative perspective, issuing preliminary demands pertaining to severing ties financially and militarily with NATO.

Though any seasoned diplomat would indefinitely disregard the fantastical nature of these ideological stances, they nonetheless provide a cognitive portrait of the relative perception held by Taliban fighters.

This of course may diminish the hopes of some, yet, the existence of pragmatic militants may help mute these radical sentiments. Mitigating the sentiments of the more radical sectors of the Taliban combat efforts will play a crucial role in the overall diminution of civil conflict. This in turn could help avoid the continued quagmire of decentralized violence against both state and international forces with Afghanistan.

Yet we must remember that "time is of the essence." International forces are leaving the conflict zone. Drone attacks are increasing in their efficiency. Both sides are under pressure to seek a solution.

Though the talks in Pakistan remain in the preliminary stages, one hopes that these coercive realities will negate the most radical voices on both sides of the conflict, bringing reconciliation to the forefront of the nation-building mission in Afghanistan.

Nigeria's Fuel Subsidy

By Chizoba Umesji, Editorial Researcher, Government Gazette

President Goodluck Jonathan removed Nigeria's fuel subsidy on New Year's day 2012. He may have assumed that his administration would weather any resentment towards his action, which would explain his initial hard line stance against reverting back to the subsidised price of fuel that Nigerians are familiar with.

However, in light of the aftermath of the fuel subsidy removal, during which the whole country was overwhelmed by protests because of the strikes spearheaded by the Nigerian Labour Congress and the Trade Union Congress, arguments in favour and against the removal of the fuel subsidy are worth further reflection. This article will look into the surrounding politics regarding the actions of President Jonathan and the subsequent reaction by the Nigerian masses and also the implications that this incident has for the nation, and its politics and political actors both now and in the future.

President Jonathan's main rationale for the removal of the fuel subsidy in Nigeria is the programme not having any economic benefit for the nation's economy whatsoever, and that in fact, the fuel subsidy is actually one of the many challenges inhibiting the growth of Nigeria. Specifically, the lack of investment in Nigeria's oil refineries, which can be explained by the absence of incentives for investors in the light of existing subsidies on imported fuel, has led to an almost complete absence of such working infrastructure in the nation.

Indeed, further knowledge regarding the way the Federal Government of Nigeria subsidises fuel in the nation reveals that Jonathan's view makes sense economically. As it stood before the subsidy removal, the government pays full price for refined, imported gasoline to pre-selected oil companies and in turn these companies distribute the fuel to the Nigerian masses at a discounted price – prior to the subsidy removal, at a price of N65. However, this arrangement inevitably removed any incentive to invest in the domestic oil refineries in Nigeria. This resulted in an industry, based in one of the biggest oil producers in world, which must import the petroleum that the country uses, and cannot lay claim to any trade that should be helping to employ able Nigerians in otherwise working refineries and a robust oil industry.

Jonathan further concludes that the fuel subsidy actually benefits mostly the rich upper class Nigerians who have stakes in the oil industry and the oil companies that distribute the fuel to the nation. The government is basically subsidising the price of fuel for these companies, thus eliminating competition in the market. In addition, most of the people that actually use the fuel and pay the N65 subsidised price are the richest people in the nation who can afford to buy cars and other machines. The majority of Nigerians are not the biggest beneficiaries of the low price of fuel in the nation because they do not own automobiles and other machineries that use the subsidised fuel.

The Nigerian government spends \$7 billion annually to subsidise the imported fuel in the country. This amounts to roughly 25% of the yearly budget, which is an amount that the president says the country cannot continue to pay if it must realise its desire and potential to grow its economy. Goodluck Jonathan promises to use the savings produced from the removal of the fuel subsidy to invest in the infrastructures and basic necessities that the country desperately needs.

However, there is another side to this argument, one being being made by the Nigerian masses and trade unions. The main issue, in their view, is currently not the fuel subsidy that Nigerians enjoy. The issue is that the government has no right to eliminate this one thing that the people enjoy from the vast resource of the nation while neglecting other pressing issues like the corruption that continues to plague the country.

The resources that the nation has, and the large amounts of money generated from the country's exportation of oil, do not translate into investment and infrastructure. Basic necessities such as clean water, roads, education, health and numerous other needs are not efficiently taken care of by the government. Thus there is a system where the people cannot depend on the government for their needs that their counterparts enjoy in other nations, leaving people to fend for themselves, including providing their own security.

Why then must the government take away the fuel subsidy when they have not addressed other immediate issues at

hand? How will people power their homes without the fuel subsidy when the state run Power Holding Company of Nigeria hardly generates enough power a day to power even the most urban parts of the country? People use small, individual generators to provide power for their homes, and these generators traditionally use fuel at the subsidised rate. Furthermore, how are people going to afford the inevitable price increases in foods and goods that will result after the price of fuel doubles in the nation? Why should Nigerians believe in the promise that the savings from the removal of the fuel subsidy will go towards building the nation's infrastructure when similar promises have also been made during the time Nigeria had its foreign debts written off, all to no avail? These are the questions that ordinary Nigerians have for the government following its recent action.

The problem is not necessarily the country's viability with fuel subsidy in place. It is that even with 25% of the country's budget going into the subsidisation of fuel, the other 75% of the money still goes into other responsibilities such as running the government, health, education and other government responsibilities and they yield no tangible results for the nation. It is felt by many that Goodluck Jonathan should address the inefficiency and corruption within these areas of the government, because as it stands, the spending does not benefit the masses. All in all, Nigerians' are concerned that Goodluck Jonathan should not have directed his reform towards the only part of the economy that the Nigerian masses directly benefit from, while other problems are not being addressed.

After everything that has happened since the beginning of this year in Nigeria, there are implications for the country and the government of Goodluck Jonathan. He is potentially weakened because the masses rose against his biggest policy move and succeeded. This event has also given the Nigerian populace a new power and sense of ownership in the affairs of the nation. They now know the type of power that they command as a people, and future governments cannot make decisions without thinking about how the masses will react. The people have succeeded in reminding the political actors that their actions can still provoke a popular response.

Arabian Fights

By Rebecca Lowe, IBA Global Insight

Egypt recently completed its first free elections for six decades. Yet behind this celebration of democracy lies a murkier reality, with the army, Islamists, liberals and old guard vying for power. IBA Global Insight recently met those involved in Egypt's transition to democratic rule, including leading presidential candidate Amr Moussa, former secretary general of the Arab League.

I'm lost on my way to meet Amr Moussa. This is not at all unusual for me, and certainly not in Cairo, where 11 million people compete for space and roads weave and tangle like clumps of vermicelli noodles. Luckily on this particular detour I am rescued by a young man who knows exactly where I'm meant to be: Tahrir Square, just down the road, where Moussa's campaign headquarters are based.

The man, Abdullah, is a 32-year-old taxi driver from Alexandria. Since October he has spent much of his time protesting against Egypt's military rule, first in Tahrir Square and later outside the parliamentary buildings in Magles El Shaab St, where the bulk of the demonstrators have relocated.

As we walk, he tells me why the cause is so important to him. 'We want to change the army and the big boss Ganzoury,' he says, speaking of the prime minister appointed by the Supreme Council of the Armed Forces (SCAF) in November. 'We want new faces, not old men from the past.'

And what about Amr Moussa, is he old or new? 'No, he is felool!' he cries, meaning 'remnant'. 'He has a big tail from the old regime, and a big tummy. He was fattened by Mubarak.'

Convincing Egypt's disenchanted voters that he is a breath of fresh air rather than a Mubarak crony is perhaps the biggest challenge facing Moussa in his bid for the presidency. He may have commanded an impressive lead in the polls since the regime fell (Synovate gave him a 42 per cent share of the vote last October – vastly more than his nearest competitor), but his anti-establishment credentials are hardly overwhelming. From 1952 he worked as an Egyptian diplomat, and from 1991 to 2001 he served as Egypt's minister of foreign affairs, before leaving domestic politics to take office as secretary-general of the Arab League.



Free but flawed

Moussa himself is unapologetic about his record. 'Not only do I not deny it,' he says defiantly. 'I am proud of it.' We are sitting in his office during a sliver of time between meetings on his campaign trail and the 75-year-old is perched forward on his chair. His pose suggests a kind of relaxed intensity, and his energy and charisma are palpable. I am instantly suspicious – I am yet to meet a bad man who wasn't unashamedly charming – but I vow to keep an open mind. He has escaped many of the corruption scandals engulfing his former colleagues, after all, and his continued popularity among a population baying for blood is impressive.

I ask him first whether he feels that the parliamentary elections were free and fair. Overall, they went 'alright,' he believes – 'mostly'. His qualified enthusiasm is understandable. The elections were the first democratic ones for 60 years, free for the most part from political intimidation. Yet a series of allegations and errors sullied the process, including a lack of independent monitors, religious campaigning, and secretive and flawed ballot counting.

One main concern is that the elections were held too early, giving the long-established Muslim Brotherhood's Freedom and Justice Party (FJP) a huge advantage. The FJP was almost certainly helped further by a complex voting system in which the public had to choose 332 seats from party lists and 166 individual candidates, most of which were utterly unknown to them.

Due to these concerns, the secular Free Egyptians party threatened to boycott the Upper House elections, from 29 January to 22 February, and Nobel Peace Prize winner Mohamed ElBaradei withdrew from the presidential race altogether.

Moussa, however, refuses to be downbeat. 'I know that there are a lot of people who are very negative: everything

is bad. But this will not get us anywhere. We are talking about the legislative elections here, but there will be other elections. This is not the end of the story, this is just the beginning.'

For Moussa, postponing the elections and handing power to a civilian government – as proposed by ElBaradei, among others – were never viable options, and would merely serve to undermine stability further. Many agree with him. Many, however, do not, and the bloody riots following the tragic football match between Al-Ahly and Al-Masry clubs on 1 February are evidence of just how volatile the situation has become. Such volatility is perhaps unsurprising: since February 2011, the army has killed up to 100 protesters, tortured hundreds more, subjected 12,000 people to military trials, imprisoned around 4,000, and launched an aggressive and prolonged campaign against civic organisations across the country.

It has also shown itself particularly unwilling to cede power. In November, SCAF published a set of supra-constitutional principles, dubbed the 'Selmy document', which would give it veto power over parliament, authority over the military budget and control over the writing of the new Constitution. It was almost universally condemned, including by Moussa, and prompted a renewed surge of unrest. Though the document was discarded, suspicions remain over what pacts may be taking place in the shadows to ensure its continuation in everything but name.

Army abuses

There is indeed 'a gap in the trust,' Moussa concedes, with characteristic understatement. He is, I soon realise, a consummate diplomat. The army controls up to 20 per cent of the country's economy and still commands the respect of much of the Egyptian population. To condemn an organisation with such vast power takes a certain amount of *chutzpah*; *chutzpah* Moussa evidently either lacks or has decided he does not have the luxury to embrace.

Speaking of the recent raids on human rights organisations, accused of 'foreign funding,' Moussa is vague and almost defensive. 'It will take time for the people to understand that [...] civil society is part of the political and economic and social scene, and also for those organisations to understand that there are a lot of doubts on this point and they have to assure the public of their role.'

Later, when I bring up the military trials and 4,000 protesters in jail, he reveals a playful impatience. 'I see you are bombarding every question: military council, military council, military council. I am not in this group that is trying to attack the military council morning, afternoon and evening, for whatever reasons they have. I need stability in the country.'

Stability, yes. But justice also, surely? Whether this is pragmatic realism or *realpolitik* is hard to say. As Bahey El Din Hassan, director of the Cairo Institute for Human Rights Studies, tells me later that day: 'This is the same discourse as Mubarak – stability [...]. But it was proved it was not sustainable.'

Sticks and stones

When Moussa and I meet, on 15 December, there had been two recent clashes between the demonstrators and army, in which dozens of people were killed: in October, during a peaceful Coptic Christian protest; and in November, when thousands took to the streets to protest against the Selmy document. After the latter conflict, the army apologised, dismissed the government and appointed Kamal El-Ganzoury as prime minister. Yet on 16 December, tension erupted again, leaving a handful dead and prompting the resignation of several members of SCAF's advisory committee.



One of those caught up in the violence was Kareem Muhammad, a 28-year-old surgeon. I first meet him in Tahrir Square on 14 December, and he tells me that violence breaks out almost every night, as youths clash with security forces. Each has its excuses: the army claim the youths are anarchists disrupting the country, while the youths say hired thugs deliberately provoke the violence to discredit them.

When I visit nearby Magles El Shaab St later, where most of the protesters have relocated, I find hundreds of tents and dozens of commemorative coffins honouring the dead. Protesters here range from unemployed youngsters to middle class lawyers, and their demands are the same as those in Tahrir Square: SCAF must step down and be held accountable. 'We don't want compensation, we just want trials,' Kareem says. 'If we see justice, we will go back to work. When we see our brothers die in cold blood, how can we go back?'

On 16 December, Muhammad says he arrived at the street to find the army throwing stones from the tops of buildings. After trying to treat victims, he was detained, beaten and given electric shocks. Overall, hundreds were arrested and about a dozen were killed, he says. He emails me pictures of his own beaten body, showing thick red lesions across his back where he

was hit. 'They released people like doctors and accountants, but they held others so they would sign confessions saying they started this attack,' he tells me on the phone. 'But it's not true. The army started this.'

Mohamed Omran, regional program coordinator at the Friedrich Naumann Foundation in Cairo and human rights activist, confirms Muhammad's concerns. 'SCAF is only concerned about one thing: how to keep the military ruling this country,' he tells me. 'The election is presented as the real will of the Egyptian people, but the political and legal climate is catastrophic. It is actually the will of SCAF and the religious movement.'

Political hot-potch

Not everyone is quite so pessimistic, however. During a petrifying car dash through Cairo, in which pedestrians and traffic lights prove little more than an irritating distraction from his attempts to kill us on the road, Arab Organisation for Human Rights secretary general Alaa Shalaby tells me that SCAF are not as malicious as some people make out; they are simply incompetent. 'They are stupid,' he says, asking me to put on my seatbelt as we do a u-turn in front of a minibus. 'But they are not the devil.'

Devil or not, Shalaby still believes SCAF should step down. The military, however, has vowed it will retain its executive role until the president takes office on 1 July. In the meantime, the parliament will take charge of legislation and will form a 100-strong committee to write the Constitution, in line with principles devised by SCAF and its advisory council.

Whether the Islamists listen to SCAF is another matter. Both believe they have a mandate to govern, the former due to their election success and the latter due to their self-imposed role as state guardians. And looking anxiously on from the periphery are the liberals, most of whom trust neither SCAF nor the Islamists, and the youngsters, currently disenfranchised from the process they themselves initiated.

'We built the pyramid upside down,' says Shalaby ruefully. Like many others, he believes rewriting the Constitution at the start, as Tunisia is doing, would have

Arabian Fights (Contd)

prevented many of these problems. 'Now it is a mess. What is the basis on which this parliament has been elected? What is the president doing? You can't start building the third wall without the first and second.'

'Indeed, there is a state of confusion,' Moussa concedes. But look at the positive, he urges: SCAF has agreed to step down; it is being advised by a credible civilian body; and a democratically elected parliament has been formed without serious incident.

So does he trust the Islamists to live up to its moderate rhetoric and support human rights, women's rights, freedom of speech? He is willing to give them 'the benefit of the doubt,' he says. If others are dissatisfied, they can make a stand. 'We need an active arena. The political space was so lazy, so matter-of-fact. But now there is a new challenge.'

Islamic politics

A reluctance to pre-judge the Brotherhood is shared by the majority of civil rights activists I speak to in Cairo. Yet suspicions remain of their political ambitions. Because they have refrained from denouncing SCAF's abuses, many believe they may have brokered some kind of deal. At the least they may have formed, in the words of El Din Hassan, a convenient 'marriage of interests.' 'Both of them found after Mubarak stepped down that their joint enemy was the young generation movement, the liberal forces, the human rights movements,' he says. 'And those are the main victims of the last 11 months.'

For El Din Hassan, the Islamists' aim is clear: to create a theocracy. 'The Muslim Brotherhood are clever, they don't disclose all their agenda. If you go back to their platform that was adopted in 2007, it is an agenda for having a theocratic state.'

As I attempt to navigate the streets back to my apartment after speaking to El Din Hassan, I quickly find myself lost again. This time I am rescued by a friendly, avuncular fellow who speaks excellent English – and who, as perplexing serendipity would have it, turns out to be the former assistant foreign minister of Egypt, Hussein Haridy, who retired several years ago.

A former army officer under Nasser, Haridy is predictably strident in his attack



against the Brotherhood. 'I have no doubt the Islamist parties will do their very best to maintain power,' he says. 'They do not understand democracy. They think it is like a football game, when you score points against the other side.'

Adel Elkady, an elderly doctor in Magles El Shaab St, agrees. He is one of the few at the protest who views the Islamists, rather than SCAF, as enemy number one. Via years of community work, the Islamists successfully rallied the support of uneducated people who knew no better, he says.

'What is most annoying to me is that before the revolution, the Islamists were in hiding and it was the young people that started the revolution. Now they are taking the fruits of what they have achieved.'

Cloud in the sky

Like the Brotherhood, Moussa has dedicated a large portion of his time to engaging with people on the ground. A known name across Egypt, he is certainly doing a better job connecting with the masses than many of his competitors.

Walking the line between tradition and progression, experience and vision, he may be exactly the compromise that Egypt needs during this sensitive stage of transition.

Not everyone is convinced, however. 'He is a clown,' says Elkady. 'Anyone who has lived

for 60 years in a spoiled, corrupt system just wants something for himself. He has drunk this system and he is not going to vomit it.'

To prove his disassociation from the abuses of the Mubarak era, Moussa's top priority upon becoming president

would be to tackle corruption and the laws that permit it. 'I always say that corruption is not just a cloud in the sky, but is embedded and codified in laws. You find tens if not hundreds of laws that either allow or prohibit corruption. These are the loopholes.'

Whether Egypt is truly ready to close such loopholes is currently open to question. The Islamists are new but untested; SCAF and the old guard are tested but untrustworthy; the liberals are neither tested nor trusted. Where Moussa – one part opportunist Machiavellian to two parts enlightened veteran – fits into this craggy political landscape is yet to be determined.

But whoever takes the reins can be clear on one thing: if the Egyptian people are unhappy, they will be sure to let them know.

This is an abridged version of the original text which is available on the IBA website at <http://bit.ly/ziBSYx>. The article was first published in IBA Global Insight, Vol 66 No 1, February, and is reproduced by kind permission of the International Bar Association, London, UK. © International Bar Association.



Australian Debates on Gambling raise Questions Internationally

By Professor Linda Hancock, Personal Chair, School of Humanities and Social Sciences, Deakin University, Australia

Australia has had what we call 'poker machines' (slots, VLTs or electronic gaming machines) since the 1950s (low key fruit machines in New South Wales clubs). Problems escalated in the 1990s with the roll out of high-tech electronic 'virtual reel' gaming machines into 13 new casinos and in 5,700 suburban clubs and hotels (in all states except Western Australia which has only the casino).

There are now over 200,000 gaming machines in Australia and gambling revenue (player losses) across all forms of gambling comes to over A\$19 billion. This is 40 percent more than the amount spent on retail alcohol sales and signals the fact that Australian adults on average lost \$1,300 gambling in 2010. Casinos account for about 18 percent of revenue (over A\$5 billion) and suburban gaming machines, 75 percent of revenue (about A\$12 billion).

Gambling is essentially a supply-driven industry, reliant on government approval for liberalisation into new modalities and expansion of existing forms into new communities, demographics and venues. The gambling industry has invested in research on product profit maximisation, advertising, product promotions and a campaign to normalise gambling culturally. The industry is focused on growing profits into new markets such as hand held mobile devices, internet and in-game sports betting, whilst expanding platforms.

Gaming machines are globalised products driven by a burgeoning transnational gambling industry, with continuous platforms of gambling such as automated roulette, electronic table games and gaming machines successful in realising high revenue and capable of enticing players to lose control, chase losses and spend more than they intended.

Ironically, liberalisation has typically been accompanied by governments pledging they will regulate gambling to guarantee probity, anti-fraud, crime control, 'responsible gambling' and the protection of minors and vulnerable groups.

Expansion has been fuelled by insistence that regulation is superior to illegal forms proliferating under prohibition. Government reliance on gambling taxes for mainstream budget items has resulted in governments themselves becoming addicted to the tax revenue (over A\$5 billion per year in

Australia) and becoming co-producers with the industry of gambling and the harms that come with it.

What lies at the heart of debates is the downside of gambling: the impact of problem gambling on individuals, families and communities (bankruptcy, crime, marriage breakdown, depression and suicide); the diversion of money flows out of local community economies and questions raised about the 'light touch' regulation by governments becoming increasingly addicted to the taxes raised from gambling. In Australia, gambling taxes represent 10 percent on average of state-own revenues.

Why is Australia relevant to gambling regulation deliberations elsewhere?

Australia's federal structure has meant that States/Territories regulate and license gambling and the national federal government has had more limited jurisdiction over advertising (via Broadcasting laws) and internet gambling (with the Interactive Gambling Act 2001 resulting in bans on internet casino and gaming machine gambling). Importantly, a 2006 High Court judgement on the industrial relations issue of Work Choices confirmed that the Commonwealth could use its Corporations powers to over-ride the States.

Australia has now had two major national inquiries into gambling conducted by the highly respected independent Productivity Commission (PC) in 1999 and 2010. In the decade between these reports, the lack of State/Territory action on curbing the now well-documented harms from gambling and gaming machines in particular, has galvanised pressure for the national government to intervene in gambling policy and regulation. (Gamblers can lose over A\$1200 per hour on ordinary gaming machines in clubs and hotels and excessive amounts on casino machines exempt from regulations on spin rate and note acceptors.) With an estimated 115,000 'problem gamblers' in Australia, and an additional 280,000 at 'moderate risk' each year, gambling is a substantial cost for the Australian community.

The lack of States commissioning independent research and the lack of protection of vulnerable groups have triggered a national political debate, which has put gambling firmly on the national public policy agenda.

Following the Productivity Commission report, a multi party Select Parliamentary Committee set up to inquire into gambling, recommended that gaming machines be pulled back (\$1 per button press to a maximum of \$120 per hour) and that States adopt a national program of mandatory pre-commitment (whereby patrons set limits on how much they are willing to lose whilst gambling).

At the national level, gambling has become a political football. In 2010, the Gillard Labor Government was only able to form government with the agreement of independents. MP Andrew Wilke insisted on a written agreement with the PM to implement mandatory pre-commitment. Wilke subsequently agreed to an amendment from the Greens (with balance of power in the Senate) to put in place the \$1 bet/\$120 per hour consumer protection measure.

The Industry galvanised into action with a A\$40 million war chest to oppose proposed national reforms. Spearheading this national campaign, NSW clubs with large venues of up to 750 gaming machines (bigger than casinos in many other jurisdictions), are closely linked to Labor's political machinery.

Meanwhile in late 2011, Labor shored up its majority by returning the Labor speaker to the back benches and depleting Opposition numbers with the appointment of a new Speaker. In January 2012, no longer needing Wilke, PM Gillard reneged on the Wilke agreement.

Aside from the national outcry about trust in government, at the heart of national debates are concerns about 'light touch' government regulation of the industry; the impact of continued expansion of gambling; its impact on Australian culture; the harms it causes to individuals, families and communities (each problem gambler affects on average seven other people) and the need for a national approach to product safety and consumer protection. With research showing that problem gambling contributes 40+ percent of gambling revenue, a national public health consumer protection campaign is focused on more effective regulation and harm reduction. Having really made it onto the national policy agenda, international attention will continue to focus on what comes out of the political battle on gambling in Australia.

A Few Man Fridays

By Simon Gillon, Managing Editor, Government Gazette

A play is currently showing in London on the subject of the Chagos islanders' story. Entitled *A Few Man Fridays*, it is written and directed by Adrian Jackson, designed by Fred Meller, with music and soundtrack by David Baird. The video is designed by SDNA.

Adrian Jackson, the play's director became interested in the Chagossians' story when he was living in Mauritius at the turn of the century and he came across some of the former inhabitants in a poor district of the capital, Port Louis.

Cardboard Citizens, the production company which has produced the play, deals with a variety of issues relating to homelessness in a wide variety of contexts, with causes ranging from the political to the economic and social.

Adrian was able to interview several of the original inhabitants of the islands in Mauritius, although they were by now in their 70s.

He is keen to stress that the play is a piece of theatre, not a documentary.

The following is the text of the play's flyer;

Cardboard Citizens tells theatrically the tales of the homeless and dispossessed on both the large and small scale.

A Few Man Fridays is a tale on the large scale; of global expediency for which the entire population of a chain of tropical islands, the Chagos Archipelago, was made homeless as part of the game of nations; of the power of fear and of the price of conservation.

A Few Man Fridays is also a tale on the small scale; of Prosper, a man without family who needs to know his own story; of the blindness of best intentions and of the individuals who had to leave.

It is a story of convenient fictions, seen through the eyes of those with a personal interest; Prosper in Crawley, Stu in the US State Department, Conservationist Teddy, Chagossian Madame Lisette Talate. The play reveals the shocking chronicle of who lied, who believed them, who colluded and who suffered in the expulsion from their homes of a people described by the Foreign Office in 1966 as 'a few Tarzans and Men Fridays'

Set against documented history, Adrian Jackson re-imagines the shocking events which began in the age of Cold War secrets and will end in the era of global warming.

The Chagos Archipelago is a British colonial possession of 60 unspoilt 'desert islands', in the Indian Ocean. Between 1967 and 1973 the British Government forcibly deported all 2000 residents to make way for a US military base in return for a place at the power table and cut price Polaris missiles.

The Chagossians were dumped in Mauritius and the Seychelles and some, having arrived at Gatwick, settled in Crawley near London. They have been fighting for their right to return ever since. In 2010 the whole area was established as a marine nature reserve for perhaps the best of conservation reasons, and because it would "in effect, put paid to

resettlement claims of the archipelago's former residents." (Wikileaks revealed cable from the Director of the Foreign and Commonwealth Office.) The Chagossians' battle to return continues in The European Court of Human Rights.

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The Chagos Archipelago is a group of seven atolls comprising more than 60 individual tropical islands in the Indian Ocean. It is situated roughly 500 kilometres due south of the Maldives archipelago, to the North East of Madagascar.

In the 1960s, the islands were inhabited by 2000 Ilois people, or Chagos islanders.

The United States asked the British, whose territory the islands were at the time, if they could use the islands, and specifically the largest of them, Diego Garcia, as a long range air base, as they were worried about possible Russian expansion into the Indian Ocean at the height of the cold war.

The Americans offered the British a subsidy of over \$10 million, a fortune at the time to the British to help them in the development of the Polaris submarine technology. A memo from the British Foreign Office to the Prime Minister Harold Wilson, stated that the payment was kept secret from Parliament and the US Congress.



Photographs: © Alasdair Craig



There remained, however, the problem of the local population. The British attitude towards them is widely regarded today as disgraceful.

A memo from a British Diplomat, Dennis Greenhill, in 1966 stated that "Unfortunately along with the birds go some few Tarzans or Man Fridays whose origins are obscure and who are hopefully being wished on to Mauritius".

A British memo at the time, in preparation of a United Nations meeting illustrated the essence of the problem and the entirely cynical way in which the British authorities intended to deal with the issue.

"We recognise that we are in a difficult position as regards references to people at present on the detached islands. We know that a few were born in Diego Garcia and perhaps some of the other islands, and so were their parents before them. We cannot therefore assert that there are no permanent inhabitants, however much this would have been to our advantage. In these circumstances, we think it would be best to avoid all references to permanent inhabitants."

The British proceeded to deport the entire population to the Seychelles and Mauritius, with a small number ending up near London in the UK. They were initially given no support or compensation.

There followed years of legal wrangling which is still not resolved.

In 1973 £695,000 was paid to the islanders in compensation, followed by another £4m in 1982. British citizenship was also given to many in 2002.

Having prevented anyone from returning to the islands in 1971 with an immigration order, the British government has continued to exclude the islanders into the new millennium. In 2000 a court held that the original Immigration Order was unlawful, but in 2002 a report commissioned by the Foreign Secretary concluded that return and re-population of the islands was in any event likely to be unsuccessful. The government declared in 2004 that nobody had the right of abode in the Chagos archipelago. In October 2008, the case reached the House of Lords where it was examined by the Law Lords.

The Mauritian Government has started proceedings under Annexe 7 of the United Nations Convention on the Law of the Sea, before an arbitral tribunal challenging the UK's decision to establish a Marine Protected Area around the Chagos Islands.

In March 2012, a UK Foreign and Commonwealth Office Spokesperson stated the UK's position on the matter as follows: "The UK has no doubt about its sovereignty over the Territory which was ceded to Britain in 1814 and has been a British dependency ever since. The Mauritius Government claims sovereignty over the Territory. We do not accept that this claim is valid but we have undertaken to cede the Territory to Mauritius when it is no longer required for defence purposes."

The Mauritian position on the Chagos islands is as follows:

AIDE-MEMOIRE

Position of the Republic of Mauritius on the UK Proposal for the Establishment of a Marine Protected Area around the Chagos Archipelago

1. The Chagos Archipelago, including Diego Garcia, was illegally excised by the United Kingdom from the territory of Mauritius prior to its independence in violation of United Nations General Assembly Resolutions 1514 (XV) of 14 December 1960 and 2066 (XX) of 16 December 1965.
2. The Chagos Archipelago, including Diego Garcia forms an integral part of the territory of Mauritius under both Mauritian law and international law. Mauritius does not recognize the so-called British Indian Ocean Territory and has consistently pressed for the early and unconditional return of the Chagos Archipelago to Mauritius.
3. In the wake of the illegal excision of the Chagos Archipelago from the territory of Mauritius, the Chagossians were evicted by the British Government from the Archipelago to pave the way for the establishment of a US military base in Diego Garcia. The human rights of the Chagossians have been grossly violated. In this regard, the Chagossians have brought a case before the European Court of Human rights which has not yet been heard.

4. The British Government launched on 10 November 2009 a public consultation on the proposal for the creation of a marine protected area (MPA) around the Chagos Archipelago in total disregard of the discussions at the second round of bilateral talks between Mauritius and the UK on the Chagos Archipelago held on 21 July 2009. At that meeting when the British delegation proposed that consideration be given to preserving the marine biodiversity in the waters surrounding the Chagos Archipelago by establishing a marine protected area in the region, the Mauritius delegation suggested that officials and the marine scientists from both Mauritius and the UK meet to examine the implications of the concept of a marine protected area with a view to informing the next round of bilateral talks.
5. The Government of Mauritius cannot agree to the creation of any MPA around the Chagos Archipelago that would disregard the sovereignty of Mauritius over the Archipelago. It is totally unacceptable that Mauritius would continue to be deprived of the possibility to use the fisheries and marine resources falling under the proposed MPA.
6. The creation of an MPA would also prevent the eventual resettlement of the Chagossians who were forcibly evicted from the Chagos Archipelago.
7. Any endorsement of the proposed unilateral initiative of the British government to establish, an MPA around the Chagos Archipelago would be tantamount to condoning the violation of international law that has occurred with the detachment of the Chagos Archipelago from the territory of Mauritius prior to its independence.
8. The Government of Mauritius has conveyed to the British Government its opposition to the UK proposal for the establishment of an MPA around the Chagos Archipelago. It also requested the British Government to stop the public consultation it had launched on the proposed MPA and to withdraw the Consultation Document of the UK Foreign and Commonwealth Office which is unilateral and prejudicial to the interests of Mauritius.



Western Sea Cultural Heritage Project

By Helena Joelsson Ekström

The Western Sea Cultural Heritage Project is a result of a close collaboration between universities and museums in the Kattegat-Skagerrak region. Which lead to a travelling exhibition, publications, seminars, a university course, day courses and textbooks for schools. The Project has just launched its final publication, the book "Västerhavets kulturarv" / "The Western Sea Cultural Heritage".

Over the last three years Project Manager Maria Forneheim, Göteborg City museum and Curator Aina Aske, Larvik museum, Vestfoldmuseene have spent a lot of time working on the EU-funded Project. They share their experiences regarding working with such a complex task, involving three museums and three universities. It is not always easy to bring together the three countries; Sweden, Denmark and Norway, with its academia and practice. Geographically they are ever so close, but in practices far apart, with totally different working methods. In spite of these know facts, nothing could stop the manager's Aina Aske and Maria Forneheim's optimism in the Project.

According to Aina Aske all has worked out very well. *"It's been a complex project, but never difficult. The activities and productions planned in the application were demanding, involving many different people and various professions. At the same time, all the challenging deadlines had important aspects to why its been so rewarding working with the Project, it has accomplished a lot."*

"There are many similarities across the three countries borders, regarding cultural heritage, politics and society. For example, we found it easy to work with historical themes as Power, Freedom and Knowledge", says Maria Forneheim.

Both Aina Aske and Maria Forneheim agree that the most challenging task of the Project, for Larvik museum and Göteborg City museum, has been keeping up with the tight deadlines. Including the EU report system, that was very time-consuming and complex.

They both stress, that a key factor to succeed in a Project like this, is to take the time to meet person to person. Individual meetings are well worth the time you invest! Since the languages differ, you avoid a lot of misunderstandings, and it assures the quality of the project. Personal meetings are easier for everyone, they can see their role, and feel that it makes sense.

The biggest reward in the project for Aina Aske, has been the meeting between professional scholars from the universities and the museum. *"And the fact that we together, managed to fulfil all of our plans. I think this has been the EU-projects biggest success. Whether you visit the exhibition, use the teaching aid, take part in the University course or read the book; Are all of them a results of our united effort!"*

Maria Forneheim has never regretted getting involved in the "Western Sea Cultural Heritage Project", this has never even crossed her mind. *"To be part of this project has created new contacts and insights on the common history that we would not have been able to obtain on our own. If the subject is important and fun and everyone involved are prepared to do their best, then I will not hesitate to get involved in a similar project again",* she says.



Aina Aske to the left and Maria Forneheim to the right – Photo: Helena Joelsson Ekström

Facts:

The project contributes to fulfill:
In promoting everyday integration.
Lead Partner: Göteborg City Museum
Norwegian Project Owner: Larvik municipality
Partners: Gammel Estrup Herrergrådmuseet,
Oslo University, Göteborg University, Larvik Museum –
Vestfoldmuseene
Project Period: 01.10.2009-30.12.2011
EU Grant: 192 963 EUR
Norwegian IR Grant: 184 421.01 EUR

To someone who is about to get involved in an EU-project, here are their five best advices!

1. Never initiate or be part of a project without really meaning it!
2. Establish an efficient and functional organization suited for your project.
3. Be sure someone takes responsibility for various tasks and keep deadlines.
4. Success implies sharing, and as a project team you must meet and discuss!
5. Small projects have more fun!

www.vasterhavetskulturarv.info





Oil combating vessels at the international BALEX DELTA exercise 30 August 2011, Bornholm

BRISK - Danish led project to help the Baltic Sea countries to be prepared for major oil spills

The Baltic Sea today is one of the busiest seas in the world and the transportation of oil and other hazardous substances is growing steadily, leading to an increased risk of shipping accidents. Early and well organized response operations can be a very effective tool for reducing the environmental effects of pollution accidents. Substantial resources to respond to pollution in the Baltic Sea have been built within the intergovernmental HELCOM co-operation involving all nine coastal countries and the EU but their sufficiency to tackle major spills of oil or hazardous substances has been unknown.

The three year **BRISK** project (Sub-regional risk of spill of oil and hazardous substances in the Baltic Sea), led by the Admiral Danish Fleet, was launched in 2009 to increase the preparedness of all HELCOM countries to respond to major spills of oil and hazardous substances from shipping and enhance sub-regional co-operation. Complementary activities in Russia are carried out within the **BRISK-RU** Project.

The projects' area covers all transnational maritime areas divided into six sub-regions and focuses on medium and the largest spills, i.e. spills which require assistance from several neighbouring countries. The sub-regional approach is cost-efficient as countries can share their resources to build a common pool of response vessels and equipment sufficient for a given sub-region.

The first overall risk assessment based on the common methodology to cover pollution caused by shipping accidents throughout the Baltic Sea was carried out as an initial part of the project. The result has been used to identify the areas with highest risk for spills and environmental damage. The risk assessment is carried out by COWI A/S Denmark. The project will identify the methods to decrease these risks in an efficient way and hence give guidelines for future investments in emergency response capacities. The **BRISK** and **BRISK-RU** projects implement the provisions of the HELCOM Baltic Sea Action Plan (BSAP), a major programme for the recovery of the marine environment adopted by all Baltic Sea countries and the European Union in 2007. The **BRISK** project also contributes to the realization of the EU Strategy for the Baltic Sea Region as one of the flagship actions.

The **BRISK** project is co-financed by the European Union within the Baltic Sea Region (BSR) Programme 2007-2013. Its total budget is around 3.3 million, with approximately EUR 2.5 million to be allocated from the European Regional Development Fund. **BRISK** has been selected as a strategic project of the BSR Programme due to its importance for the sustainable development of the region.

To ensure the participation of Russian experts in the joint implementation of the HELCOM BSAP the Nordic Council of Ministers (NCM) granted EUR 200,000 to carry out activities in the Russian Federation complementary to the **BRISK** activities in the remaining eight Baltic Sea countries. The Central Marine Research & Design Institute Ltd. in St. Petersburg is the Lead Partner of the project, which is coordinated by the Information office of the NCM in Kaliningrad.

The results of the **BRISK** project will be of high importance to the international bodies related to the Baltic Sea (e.g. HELCOM, EU), to international funding institutions as well as to the national authorities that are responsible for emergency response and environmental protection.

For further information please visit <http://www.brisk.helcom.fi>.

CONTACTS

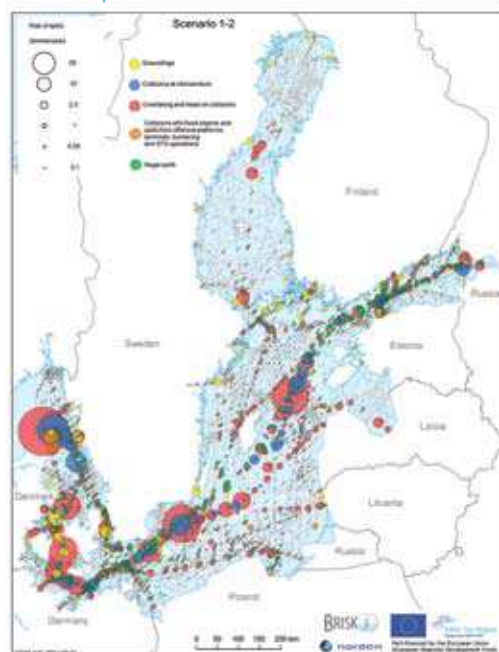
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Risk of ship accidents in the Baltic Sea



Existing situation for annual average spills from different accident types (ship traffic as in 2008-2009, existing risk reducing measures)

Why Schengen is in Trouble (and What to do)

By Hugo Brady, Senior Research Fellow, Centre for European Reform

Europe's leaders are understandably focused on the euro crisis, to the exclusion of much else.

But policy-makers should beware another potential calamity in 2012-13: a serious crisis in the EU's Schengen area of passport-free travel. These two flagship areas of European integration have certain parallels.

The same country, Greece, raises fundamental questions about the sustainability of both. Like the Eurozone, the Schengen area is vulnerable to systemic shocks that could fatally undermine it.

For market panics, read unauthorised migrants, natural disasters or security threats as the potentially destabilising forces. And the demise of the euro would have direct implications for passport-free travel: border checks would probably have to be re-introduced to enforce capital controls during a traumatic return to national currencies.

If the single currency survives, the 26-country passport union faces grave challenges regardless. The most pressing is how to secure Greece's porous frontier with Turkey, the largest source of illegal immigration into the EU by land. But political tensions between Schengen members have arisen on other fronts too.

In April 2011, France temporarily re-imposed border checks with Italy, after political unrest in Tunisia led to a rise in uncontrolled migration to the small Italian island of Lampedusa. Italy hoped that France would take in the majority of the French-speaking migrants from its former colony.

The then interior minister, Roberto Maroni, issued the newly-arrived Tunisians with Italian residency papers, which gave them the right to move freely around the Schengen area.

The French authorities responded by re-instating checkpoints between the two countries and halting trains travelling from the northern Italian town of Ventimiglia, the last town before the border.

This row was resolved swiftly at a bilateral summit the same month between the leaders

of the two countries, Silvio Berlusconi and Nicolas Sarkozy.

But its political impact reverberated throughout the EU because Maroni's tactics alarmed other Schengen members including Austria, Belgium, the Netherlands and Germany.

During their talks in April, Berlusconi and Sarkozy had agreed that the basic rules governing the Schengen area needed to be renegotiated. EU leaders duly backed this idea at their summit in Brussels in June 2011.

Governments want to change the Schengen 'border code' so that they can introduce temporary checkpoints more easily; improve the monitoring of standards at the common border; and, in extreme cases, temporarily suspend those countries which cannot or will not maintain their borders properly.

These negotiations over these changes are bogged down in disputes over 'legal bases' – in effect, the question of how much power the EU's institutions will have over any re-erection of national frontiers.

But a more immediate problem looms in the form of the imminent enlargement of the Schengen area to Bulgaria and Romania.

Both countries had expected to enjoy passport-free travel by the end of 2011, after EU experts agreed that these countries met the necessary standards to maintain the common border. Bulgaria alone spent over E1 billion since joining the EU to upgrade its Turkish and Black Sea frontiers with new equipment and new technology.

But some EU governments are unhappy that Bulgaria and Romania have failed to resolve thornier issues of corruption, poor judicial standards and the influence of organised crime on politics. This was a key reason why Finland and the Netherlands blocked their entry to the Schengen zone in October 2011.

More seriously, the dismantling of physical border checkpoints with Bulgaria and

Romania will create a 'land bridge' between Greece and the rest of the Schengen area.

Greece suffers from leaky borders and has a dramatic problem with undocumented residents, particularly in the city of Athens. In November 2010, the country lost control of a part of its north-eastern frontier with Turkey prompting an emergency intervention by Frontex, the EU's border agency. Concurrently, EU experts declared Greece to be in breach of the required Schengen standards for border control.

This matters because – in the passport-free zone – Greece's hugely challenging frontier is essentially a common border shared by all other Schengen members.

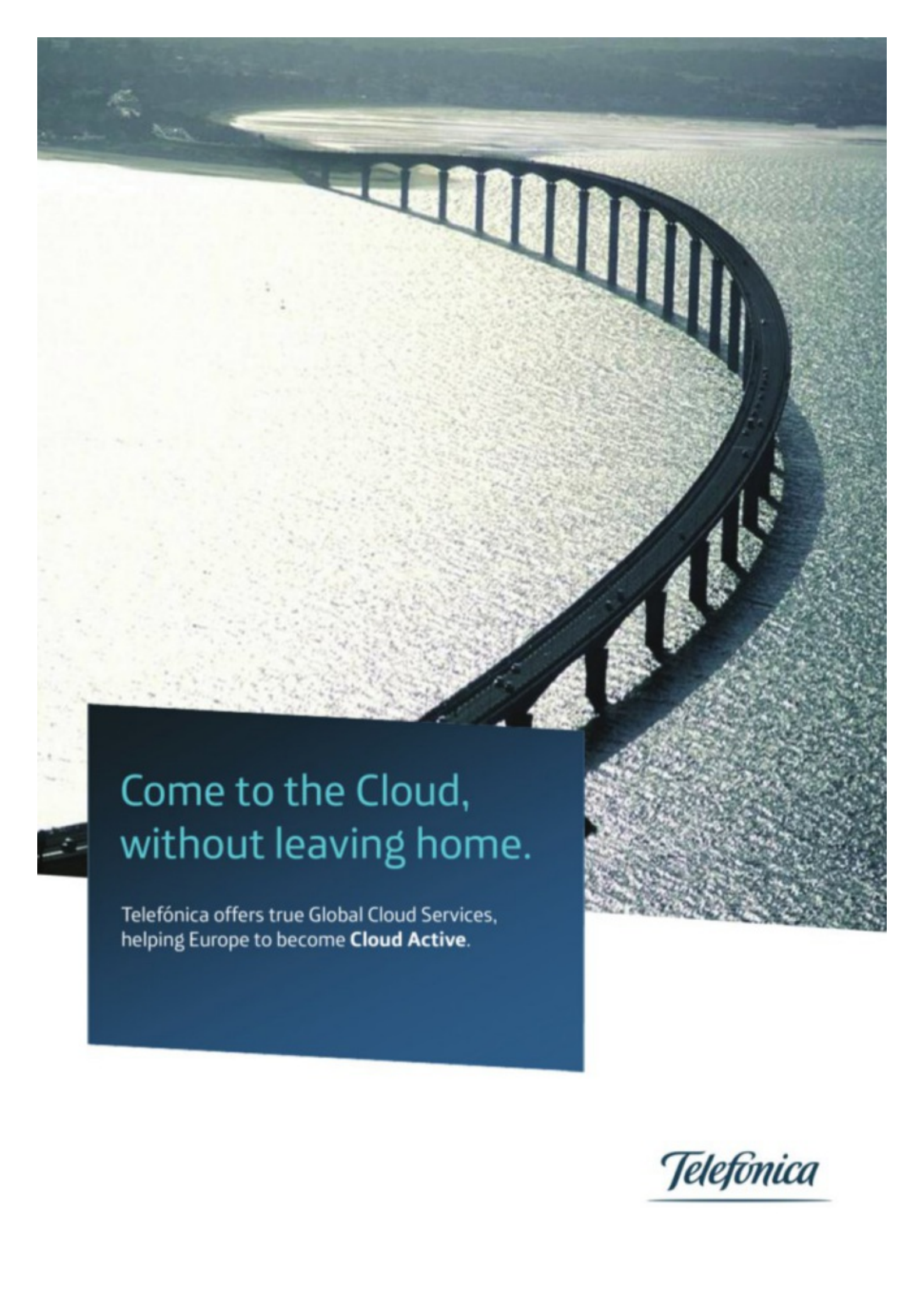
Yet other Schengen members have never really considered Greece a full member despite it joining the Schengen area in 2000. This was sustainable while the country adjoined no other continental Schengen member by land. (Border services in other Schengen members continue to examine arrivals from Greece through air and sea ports).

But this will no longer be the case after Bulgaria and Romania join in 2012, as looks increasingly likely as reluctant members are persuaded to drop their opposition by Bucharest and Sofia.

Given the new salience of anti-immigration politics throughout Western Europe (several key Schengen members hold national elections in 2012 and 2013), Schengen should not be enlarged until 2014, at least at the land borders.

Governments and the European Commission need time to sort out Greece's dysfunctional immigration and asylum system. They also need to reform how Schengen borders are evaluated and enforced and to negotiate a new EU-Turkey accord on migration and security to secure Schengen's south-eastern frontier.

Otherwise voters in several Schengen countries could suddenly lose confidence in the common management of the passport-free zone, with major political consequences for the future of free movement in Europe.



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Supporting the CIIP Action Plan

By Steve Purser, Head of Technical Competence Department, ENISA.

Critical information infrastructure

Modern business systems that are designed to operate in a global environment are distributed in nature by definition and often rely for their correct functioning on the Internet and its supporting infrastructure. This supporting infrastructure is composed of several components, many of which are critical in the sense that a malfunction in these components could result in a serious degradation of network services or even a total outage.

An example of such a component would be the electricity grid where, although many enterprises may have the possibility to continue to operate their systems through local batteries and generators, this cannot be done indefinitely. The electricity grid is therefore a good example of what has come to be known as critical information infrastructure. The protection of critical components such as electricity grids, submarine cables and similar supporting infrastructure is necessary in order to ensure that other more specialised systems can continue to operate normally.

The importance of co-operation

In general, the political and economic impact of a failure in a critical information infrastructure component is likely to be much greater than a corresponding failure of a specific application. It is therefore essential to ensure that critical systems are adequately protected against significant risks, such as those associated with natural disasters or large-scale cyber-attacks.

However, the critical infrastructure that currently supports global networks such as the Internet is necessarily also global in nature. In other words, this infrastructure is designed to function in a cross-border environment. Consequently, any approach to securing this infrastructure must also be based on a cross-border perspective.

This requirement for a geographically coherent solution is easy to appreciate. Less obvious is the fact that a successful approach to securing critical information infrastructure also requires strong collaboration between the public and private sector. Whilst the public sector is responsible for defining policy, it is the

private sector that owns and manages a significant proportion of the infrastructure and which therefore will need to implement the recommendations.

The CIIP Action Plan

In March 2009, the European Commission published the communication entitled "Protecting Europe from large-scale cyber-attacks and disruptions: enhancing preparedness, security and resilience"⁽¹⁾.

This Communication gives details of the main challenges facing critical information infrastructures and proposes an action plan aimed at increasing their protection. This action plan is based on five pillars:

- Preparedness and prevention
- Detection and response
- Mitigation and recovery
- International cooperation
- Establishing criteria for European Critical Infrastructures in the ICT sector

The activities that form part of this action plan are being conducted under and in parallel to the European Programme for Critical Infrastructure Protection (EPCIP)⁽²⁾. The Commission communication strengthens the role of ENISA in this area and explicitly calls upon the Agency to contribute to the first three pillars.

The key instruments

The CIIP Action plan resulted in the establishment of two new instruments in the area of Critical Information Infrastructure protection (CIIP):

- The European Forum for Member States (EFMS)
- The European Public-Private Partnership for Resilience (EP3R)

The European Forum for Member States (EFMS) was established to enable Member States to share information and good practice in a trusted environment. Membership of this forum is restricted to nominated representatives of the Member States and meetings take place typically three to four times a year. The EFMS is a decision-making forum where Member States can influence cross-border issues in the area of CIIP. The idea behind the EFMS is to learn from existing national approaches to CIIP and to use this experience in formulating a viable cross-border approach. ENISA supports the EFMS by assisting the Commission and the Member States in identifying priorities, ensuring exchange of expertise on policy and operational aspects, by identifying good practices and by ensuring that risks are subject to suitable mitigation strategies.



The main objective of the second instrument, the European Public Private Partnership for Resilience (EP3R), is to encourage cooperation between the public and private sector on issues related to resilience and CIIP. The EP3R is not a decision-making body, but is a forum for discussing and disseminating successful initiatives and sharing lessons learned.

A major challenge in this forum is building the necessary trust between the different participants given that the forum is continually growing in size. That having been said, it is encouraging to note that the EP3R is currently hosting a number of working groups, which are actively looking into a number of key issues:

- Key assets / resources / functions for the continuous and secure provisioning of electronic communications
- Security baseline requirements for the security and resilience of electronic communications
- Coordination and cooperation needs and mechanisms to prepare for and respond to large scale disruptions

Results arising out of the EP3R will be discussed within the EFMS and these results will be used to support future policy initiatives.

Exercises and pan-European Contingency Planning

National contingency planning and exercises collectively constitute an area that is perhaps the best current example of the strength of a pan-European approach.

The decision to carry out a first pan-European CIIP exercise was taken in the Tallinn ministerial conference of April 2009, where a deadline for end of 2010 was set. The exercise was conducted on November 4, 2010 and involved all 27 Member States and three EFTA countries.

The goal of the exercise was to test how well Member States communicate with each other in the event of an emergency. More specifically, the objectives were to test, in the event of a major incident:

- If Member States knew who to contact in other Member States.

- The level of understanding of the mandate and decision-making power of the contact point.
- The understanding of which channels should be used for which data.

Although the exercise was supported by a scenario, this scenario was not the focus of the test. The scenario used was based on a cyber-incident with an impact on IP networks, affecting cross-border connectivity. It was (unrealistically) assumed that voice communications were not affected and that supporting facilities (such as power supplies) were not affected. These assumptions were made to simplify the test and enabled the emphasis to be placed on cross-border communication aspects. The scenario was implemented as a series of 320 injects. A total of 70 organisations and 150 experts participated.

Findings from the exercise were structured into a number of different categories; (a) planning & structure, (b) building trust, (c) understanding and (d) points of contact.

A detailed report of the findings, together with the main recommendations has been published on the ENISA website⁽³⁾.

Following this first successful exercise, it is planned to hold further exercises on a regular basis, although the exact frequency of such exercises still needs to be agreed with the Member States.

Although the first exercise was conducted together with essentially public sector participants, it is likely that such exercises will be gradually opened up to the private sector following a structured approach – this



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is a reflection of the fact that most critical information infrastructure is owned and operated by the private sector.

The EU does not currently have a cross-border framework for contingency planning and incident response.

However, exercises can be used as a motor to create such a framework, by providing 'lessons learned' and good practice in well-defined areas.

This bottom-up approach could be expected to provide practical results in the short and medium-term, but would need to be accompanied by a top-down approach implementing appropriate governance principles in the long-term.

⁽¹⁾ "Protecting Europe from large-scale cyber-attacks and disruptions: enhancing preparedness, security and resilience" (COM(2009)149).

⁽²⁾ COM(2006) 786 final

⁽³⁾ <http://www.enisa.europa.eu/sandbox/test/res/ce2010/ce2010report/?searchterm=pan-european%20exercise>

Borders, Bounders and Bureaucracy

By Baroness Sarah Ludford MEP, Group of the Alliance of Liberals and Democrats for Europe



The thesis underlying UK non-participation in the EU's Schengen zone is that as an island state we are better-placed than our partners on the Continent to defend ourselves from border threats through national controls.

It is certainly true that Schengen states – which have abolished border checks between them – do have to rely on effective enforcement by their partners of their portion of the EU's external frontier combined with tighter cross-border police cooperation and exchange of data.

But the argument that this package delivers a weaker outcome in terms of border security is not self-evident. In addition, we have had a series of controversies in the UK over whether our borders are even being competently managed. The most recent row over relaxation of checks has resulted in the prospective break-up of the UK Borders Agency.

The challenges of terrorism, irregular migration, and trafficking of people, drugs and arms mean that the effort to ensure that our borders are secure is one of the major tasks – or headaches – of government. Successive Home Secretaries can surely attest wryly to the truth of that. One small breach in border security could potentially lead to a major terrorist incident – or at least to lurid headlines in the press.

But there are 250 million movements a year across UK borders and that is a good thing

in fostering tourism and business as well as social, family and cultural links. We are a country open to the world with extensive and intensive international links, and a lot of our historic success and future prospects depend on those links.

Our borders are also where people coming to our country get their first impression not only of our efficiency but also of how we treat people of different nationalities, races and faiths. We must not sacrifice our reputation as a friendly and non-discriminatory country treating everyone with fairness and dignity.

There must be an end to the apparently chaotic approach inherited from the last government. But resources for staff are not limitless and complaints about airport queues and passport bureaucracy can be loud.

Let's not kid ourselves either that complete avoidance of risk is commensurate with openness and free flows. All we can ask is best endeavours in risk minimisation.

It remains to be seen if breaking up the UKBA will better ensure administrative competence and intelligent risk-management.

The main focus in ensuring security has to be before a person even reaches the border. If governments had thought IRA terrorists could be nabbed at Liverpool or Heathrow they might have concluded that the advantages of suspending the common travel area outweighed the disbenefits, but they never did.

The better and more productive route was the Good Friday Agreement and cooperative policing between the Ulster and Republic of Ireland forces.

And that's why the UK has taken a keen role in EU law enforcement projects including plugging in to the police part (we can't legally join the immigration part) of an upgraded Schengen Information System.

This means we will be able to access a common database of wanted people and property, but the upgrade is running behind, smitten by the familiar funding and spec change curse of large IT schemes. It will

now not be launched until at least next year, which will be too late to help with UK Olympic security.

The progress of the UK's e-borders scheme has also been slow. The scheme is designed to electronically analyse data about everyone entering and leaving the UK, with the objective of identifying in advance passengers who could pose a potential risk, checking travelers against lists of people known to be a threat and allowing UKBA to compile profiles of suspect passengers and their travel patterns and networks.

The aim was to be able to collect 90% of this data by 2010 but the scheme is behind schedule, with details of only 55% of crew and passengers being collected as of April 2011.

The proposed e-border scheme for the whole EU – utilising commercial Passenger Name Records – will no doubt be beset by practical problems, not to speak of controversies about privacy. No amount of mass data collection can remove the need for intelligence-led policing.

I was European Parliament 'rapporteur' for the EU Schengen Visa Information System which went live last year.

Its purpose is to stop visa fraud and identify overstaying while improving processing of applications and biometric data to make it easier for visits from non-EU nationals subject to a visa requirement.

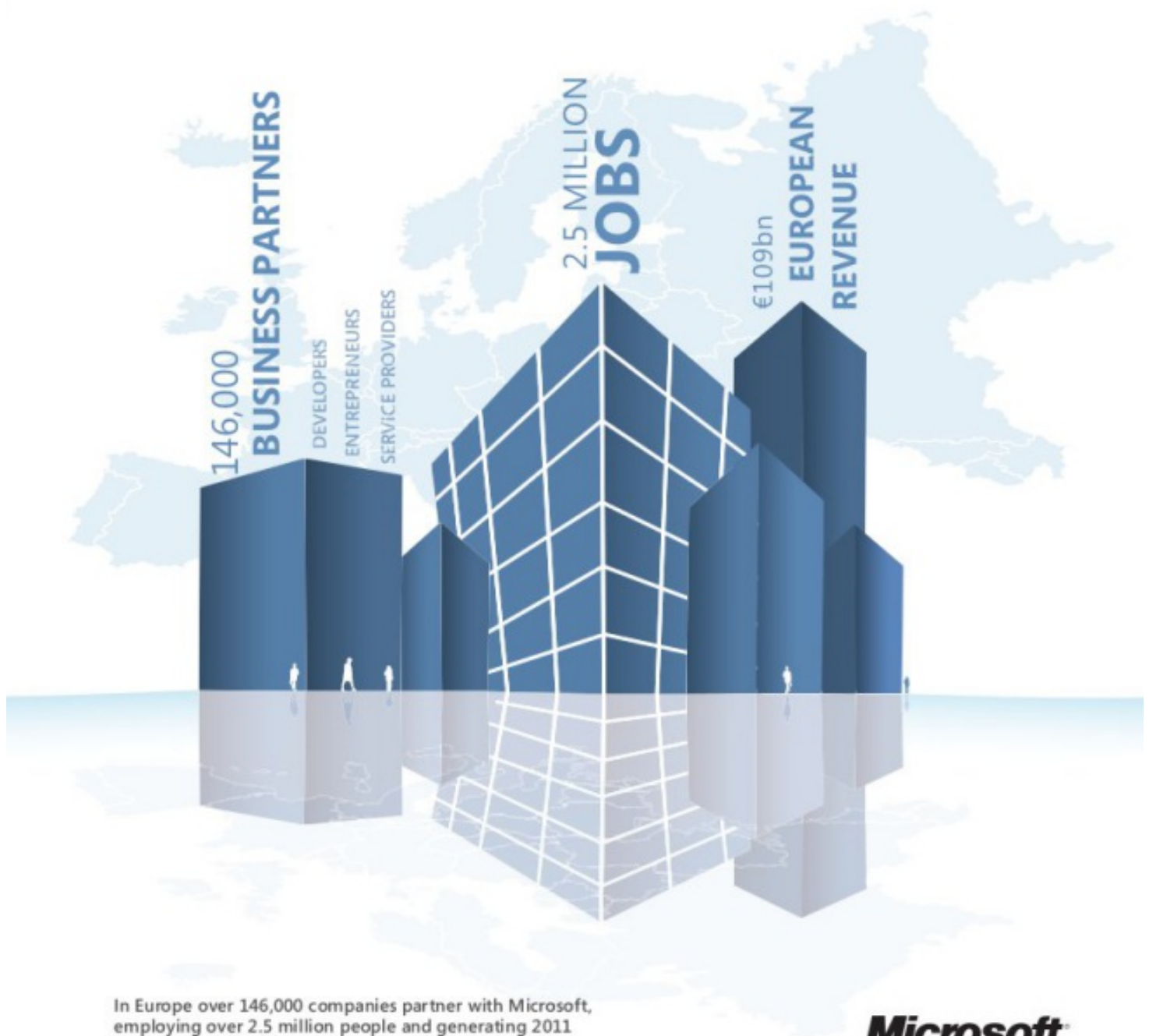
In 2007 the EU Court rejected a bid from the UK to partially 'opt in' to these measures, ruling that the UK cannot cherry-pick 'Schengen zone' measures to sign up to while refusing to be part of the whole project.

The UK self-exclusion from the EU's Schengen zone and insistence on maintaining our own border controls does have a demonstrable cost.

We should keep this under sensible – not hysterical – review while participating as far as possible in information exchange (with data protection safeguards) and investigative collaboration.

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What will happen to the National Health Service?

By Prof. Philip Sugarman, CEO & Medical Director at St Andrew's, the UK's largest charitable provider of public healthcare

Envy of the world

There are good reasons to think that healthcare in the UK is amongst the best in the world, and we are all rightly proud of the NHS.

It has some of the world's leading hospitals, a strong system of community General Practice, and it has improved significantly in recent years. This has been sustained by more than doubling expenditure every ten years, bringing it in line with other countries.

Additionally, in recent years, both Government and private sector borrowing has supported the building of many new hospitals and community facilities.

Of course, money is never enough. The value delivered by healthcare systems depends on the quality of treatment, as well as the cost.

The US-based Commonwealth Foundation reported in 2010 that despite being the best funded, US healthcare provision ranked last of seven developed countries. The same study scored the UK second overall to the Netherlands, and best for effectiveness and appropriateness of care.

However, the UK scored worst on person-centred care, an important measure of value, given occasional but alarming reports of NHS and care home nursing failures.

Furthermore, the UK population was second from bottom for length of productive lives. Other studies also question the NHS for major disease outcomes, and whether sufficient benefits have been gained for all the extra cost.

Beyond quality, outcomes and cost, it is on fairness that many feel the NHS is "the envy of the world", with few financial barriers to equitable healthcare. Research has found the UK top in comparisons of coordination of care for people with complex needs. In

contrast, vulnerable people in the US receive worse care than their European counterparts, whilst wealthy American citizens benefit from the best healthcare available.

However, there also remain stark and worrying health inequalities in the UK.

These exist not only between different areas, but also for vulnerable groups, such as the severely mentally ill, who die up to 20 years early of common, treatable physical diseases.

Such disparities show how significant social and educational barriers to health and healthcare remain.

Healthcare reform in the downturn

The challenge to improve western health and social care systems is now compounded by the economic downturn and low birth rates.

The debt crisis is constraining spending, with the ratio of fit younger tax payers to the ill, unemployed and elderly falling fast. In the UK, healthcare providers are attempt

ing to meet these challenges, but with an increasing number of NHS and private care failures, with vulnerable people the most affected. Where can we look for some solutions to these problems?

Ways of buying and delivering healthcare vary between countries, and will respond differently in the current climate. The Netherlands serves best the acutely sick, the UK, those with long-term conditions.

The Dutch system enables real choice between health purchasers as well as providers, whilst England continues to pursue market-orientated NHS reforms to strengthen competition.

Many are concerned about the risks to vulnerable patients through profiteering, but see the need for greater efficiency.

The challenge is to ensure equitable treatment by getting the best out of all kinds of providers.

Managing the market

A strong system of healthcare market governance is needed. Effective regulation of quality and competition, which encompasses state, commercial and not-for-profit organisations such as charities, is required to protect what is best about the NHS, and secure needed improvements. There are risks of moving too fast or too slow.

The Health and Social Care Bill under scrutiny in Westminster may seem radical to

some, but in fact a mixed economy has been developing for decades.

The NHS has long pursued large-scale outsourcing of care homes and psychiatric hospitals, elective surgery, General Practice, and supply and property services.

This has largely gone unnoticed, but we now see tensions between professional groups embedded in NHS careers, and the questionable activities of some private equity groups.

The development in the Bill of "Monitor" as competition regulator, twinned with the reforming Care Quality Commission, is a core piece of this jigsaw.

The new competition regulator must manage further market reforms while reducing costly red-tape.

A smooth continuity of service and pricing regime is planned to manage clinical and financial risks, but must also attract new commercial investment, and enable the growth of not-for-profit social enterprises.

In this more competitive, innovative era, hospitals will focus on acute and specialist care, and reduce beds, while other providers develop high-quality, low-cost community and at-home care.

All services will find increasingly informed patients, often more than a match for their doctors, who expect personalised customer service and world-class treatment.

At the same time, a needy minority will still require strong support from healthcare professionals.

The recent surge of NHS Trust mergers, and the persistence of buying services en bloc even from a few sub-standard NHS providers, represent a real barrier to achieving the best quality of healthcare.

Monitor will have to rehabilitate these monopolistic elements of the old NHS toward a more open, co-operative stance.

In particular, charities and commercial providers must be allowed opportunities to provide choice and value for patients, to ensure the NHS continues to be the envy of the world.



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Patient Power and National Voices

By Jules Acton, Director of Engagement, National Voices



The mantra ‘no decision about me without me’ is all the rage here in health policy circles in England. While the health reforms in the UK

are being hotly debated, there is one thing everyone agrees: that people should have more say in their health and social care. By ‘everyone’ I mean politicians of all flavours; health professionals and, most of all, service users themselves. This consensus is not new: patient involvement is enshrined in the National Health Service (NHS) Constitution; it is in the General Medical Council’s guidelines to Good Medical Practice and it gets a mention in the Health and Social Care Bill. In short, if there is a guideline on how to work in the fields of health and social care, there is likely to be a reference to involving patients.

Yet patient involvement isn’t really happening yet in England. Not across the board anyway. There are pockets of good practice but service users consistently say they want to be more involved in decisions about their care. Depending on the treatment setting, between one third and one half of all patients surveyed say they wanted more involvement in decisions. These proportions have not changed since national surveys began in 2002. In short, there are still plenty of ‘decisions about me going on without me’.

The gap between the rhetoric around patient involvement and the reality on the ground is one of the key concerns of National Voices, the health and social care coalition. National Voices has more than 170 members – 140 of them national health and social care charities – all working together to strengthen the service user voice. We challenge the current deficiencies in the current systems of care and call for:

- **Voice, choice and involvement:** We call for a stronger patient, service user and public voice in the design and delivery of services. We champion the NHS Constitution, informed choice, shared decision making, and more responsive services – listening and adapting in response to feedback and complaints.
- **Fairness and justice:** We champion services delivered according to need.

Many people get worse access and less good care than others, and not all voices are heard. Many battle to get the services they need. We want a better deal for people who are disadvantaged because of their condition, disability, the place they happen to live, their age or ethnicity.

- **Safety and quality:** We want to see a stronger culture of quality improvement and safety, and a focus on people’s experiences of care as a fundamental dimension of quality.
- **Right care, right time, right place:** Improved outcomes and a higher quality of life would happen if primary and community services were consistently better, if there was better support for people with long term conditions and their carers, and if we hospitalised people less.
- **A seamless service:** Services don’t join up well and there are problems in the transitions between primary, community and secondary settings in health and between health and social care. Many people find they are passed from pillar to post; can’t get packages of care to meet all their needs; suffer lack of continuity of care. We call for more integrated design and delivery of services.

National Voices’ recent work includes collective responses to consultations around the Health and Social Care Bill for England. These include our landmark document, the 9 Big Shouts, which sets out the things service users most want to see from the reforms. We were pleased to see that many of the concerns raised were later reflected in the Health and Social Care Bill. The government has also responded to our year long campaign – alongside the Health Foundation – to include more detail in the Bill on the most effective forms of shared decision making with patients: things that ensure people get better outcomes and an overall better experience. These are: shared decisions about the most appropriate treatments, based on

patient preferences and values as well clinical information; personalised care planning, where professionals help people organise their care packages over time; and support for people to manage their long-term conditions in order to maximise quality of life. Why is it important to set these out in the Bill? Because ‘patient involvement’ is often misunderstood. We feared that without this extra clarity, the people who commission health care in the future would confuse patient involvement with public consultation as has happened in the past. You can see our response to January’s government announcements on this on www.nationalvoices.org.uk.

Meanwhile, National Voices recently produced the groundbreaking *National Voices’ Principles of Integrated Care*. One of the most consistent calls from patients is the need for joined-up care. Currently, for many people, getting the support they need from the health and social care system can be like picking your way through a spider’s web, as seen in webs of care produced by our members (see our website).

Our 12 principles are based on patient experience and research evidence. They offer practical ways forward for politicians and health and social care professionals in smoothing out the experience for service users and improving health outcomes. Over the next year our members will be building on the work above, pushing to help ensure that the current mantra of ‘no decision about me without me’ becomes a reality.

Do contact us on info@nationalvoices.org.uk if you would like to follow developments via our e-newsletters.



Open Innovation in Hospitals

Three hospitals in Denmark, Norway and Sweden, with a staff of 43,000, have developed a shared platform for open innovation.

Results are remarkable:

In just 2½ years more than 250 ideas have been developed, 27 world patents have been applied for, new products have been developed and more effective organisation has led to more than 30,000 Euro cost-reductions per year.

The project has received international attention within science and health communities and networks and results are now being rolled out to other hospitals and health centres and to new regions.

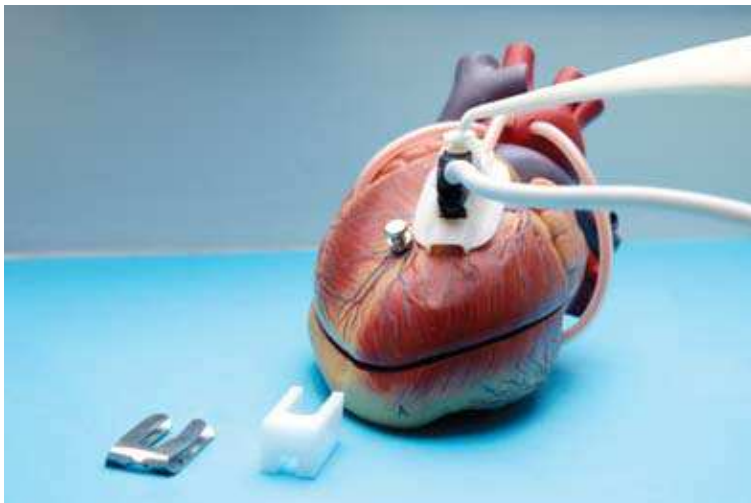
Ideas Clinic - a nordic concept

How do we support hospital employees in being more innovative? How do we learn about their ideas? And how do we handle ideas once we receive them? These are some of the issues underlying the concept of the Ideas Clinic. The purpose of the concept is to strengthen innovation in hospitals. By commercialising ideas from the health care system the KASK Innovation partners have improved the professional treatment of patients and the daily life of staff.



Oxygen clips for baby's own pacifier helps healing after operation

Together the hospitals have developed a web-based management service. The service is based on an open innovation environment. The service has developed in co-operation with Induct Software A/S to ensure that the service meets the specialized needs of healthcare professionals and technology transfer professionals at every level.



Echo clips helps making every sewing stitch perfect in heart operations

The focus of the Ideas Clinics is on employee and user driven innovation in the development of optimised products and services. The purpose is to facilitate and collect ideas, unmet needs and inventions originating from research and clinical work among hospital staff - including researchers, clinicians and service assistants.

Every idea undergoes a specific process when received:

- Diagnosing and processing a plan for each idea.
- Screening of existing solutions or products.
- Assessment of market potential.
- Investigation regarding IPR potential.
- Designing a solution in collaboration with an industrial partner if the market potential is promising.

To implement new products, the Ideas Clinic involves partnerships at different stages of development to ensure a successful commercialisation.

For more information on Ideas Clinic: <http://www.kask-innovation.eu/>

KASK Innovation is an EU Interreg IVA-project. Its purpose is to collect all good and innovative ideas from staff, patents and relatives of patients in hospitals. Focus is on user driven innovation, best practice and a web based tool for managing ideas.



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The Potential of Telehealth

By John Dalli, European Commissioner for Health and Consumer Policy

Telehealth solutions can help deliver better healthcare, to more people, in a more cost-efficient and sustainable manner. Telehealth has the potential to support health systems as they strive for better health outcomes and new models of healthcare. It can significantly improve people's health and quality of life, and to support independent living of elderly citizens.

The time has come to turn this potential into reality across the EU. To do this, we need to have everybody on board. This is why I heard with great interest the many ideas and suggestions that stakeholders shared with me during a debate on action 'Towards an EU-wide Telehealth Strategy' last November. I wish to comment on some of the ideas exchanged on this occasion.

Several Member States and regions have already paved the way for the deployment of Telehealth solutions. We can all learn from such regions' experience and knowledge, rather than wasting time and resources "reinventing the wheel". I fully agree that we should promote *the roll-out of such good practice models* and support stakeholders in their efforts to *remove barriers affecting Telehealth innovation* in the EU.

We must also set up the right regulatory framework for Telehealth. The proposed EU legislation on standardisation and on medical devices aims at improving the *regulatory framework* for ICT technology toward better interoperability and access. It also promotes greater safety and better management of the possible risks of new technologies.

In addition, the Directive on patients' rights in cross-border healthcare foresees co-operation between Member States on eHealth and stresses the need for interoperability between electronic health systems. I am confident that the new eHealth Network of national authorities set up by this Directive provides an excellent platform for Member States to address a number of *open issues related to eHealth and Telemedicine*, and to speed up their uptake. For example, the network will identify the minimum set of patients' data to be made available at national and European levels to help guarantee safe and good treatment at all times, abroad or at home.



In addition, we need to ensure that appropriate incentives are in place to step up the uptake of Telehealth. I am persuaded that the new *European Innovation Partnership* for Active and Healthy Ageing will further provide encouragement and leverage to support concrete telehealth solutions.

An important factor for the uptake of Telehealth solutions is, as raised by some participants at the debate, the *trust and the preparedness* of citizens and health professionals alike to use them and to understand their benefits. I have taken notice of the proposals to help health professionals improve their knowledge and skills in the use of ICT technology. This is an important factor that needs to be factored in our health workforce-related policies.

As regards another issue raised - financing of Telehealth innovation - I believe that we should support smart and affordable innovation that enables the general uptake of technology and that puts technology at the reach of each and every citizen, each and every medical centre and each and every Member State.

Financing health care is the primary responsibility of Member States. The European Union can contribute to exploring *sustainable business models for Telehealth innovation*. It can also pool expertise and encourage knowledge-sharing, for example

on the *effective use of ICT technologies* through an EU co-operation in *health technology assessment*.

Telehealth empowers citizens: it gives them access to health information and leads them to better *self management* of their health condition. It could strongly enhance the *integration of health and social care to provide a holistic answer to citizens' needs*. In this regard, the European Commission has made integrated care one of the priority areas of the *European Innovation Partnership* for Active and Healthy Ageing and the Programme for Competitiveness and Innovation of the EU.

I have only referred to a few of the recommendations which came out of the meeting. I will carefully examine all recommendations within the scope of our actions in support of a wider uptake of Telehealth at European level. By the end of this year, the European Commission will adopt a *new Action Plan on eHealth for 2012-2020*. It will develop actions to jumpstart the delivery of eHealth and will encourage the *sharing of best practices* and measuring progress, on eHealth across the European Union. I welcome all contributions to this process and count on everybody's engagement and commitment towards making Telehealth a reality across the EU for the benefit of our citizens.

Europe must address Key Issues

By Herb Riband, Vice President External Affairs International, Medtronic International; Chair, Eucomed Public Affairs Network

Today Europe is facing the “triple challenge” of ageing populations demanding better healthcare, a growing chronic disease burden and increasing shortages of healthcare workers and professionals – all in an environment of tight budgets.

eHealth innovations have the potential to make significant contributions towards overcoming these challenges, for the benefit of Europe’s patients and healthcare systems. However, three principal issues need to be addressed.

The first issue is a **lack of focus on value**. Our current healthcare delivery model in Europe does not generate sufficient value from what we spend, and will not enable us to overcome the challenges we face – unless we do things differently.

According to a recent study (LEK, 2009), 80-85% of national healthcare budgets are spent on operating costs, administration, labour, facilities – in other words, delivering healthcare the “same old, same old” ways. But in times of budgetary shortfalls there is a tendency to focus on the perceived “easy targets” by cutting the 2-5% of national HC budgets spent on medical devices, and the 10-15% spent on medicines, instead of rethinking the entire clinical pathway for a given disease and assessing the system’s effectiveness and efficiency on a “total cost of ownership” basis. Such a short term cost-cutting approach will not enable Europe to address the “triple challenge”.

The Commission should use every means possible to promote the need to re-allocate health and healthcare spending to invest in and adopt innovative solutions that will deliver health and quality-of-life gains for patients, and quality and productivity improvements for healthcare systems. It should highlight best practice examples in the EU where this is being done, and champion the need to avoid short-term cost-cutting measures that will generate additional expenses and worse health outcomes in the future.

The second issue concerns **barriers to access**. Systemic funding, reimbursement, behavioural and other barriers prevent European healthcare providers and patients from getting access to eHealth technologies and services that exist today.

Despite policies designed to promote eHealth, and the growing body of solid “real world” clinical and economic evidence to support the value proposition of eHealth systems such as remote monitoring of cardiac device patients, these systems are used only sporadically across the EU. Systemic barriers -- lack of funding and incentives, resistance to change, silo-based funding and delivery systems – continue to impede widespread adoption. As a result patients, clinicians and healthcare systems still generate unnecessary expenses and sub-optimal outcomes by doing things the “same old, same old” ways.

Improvements could be achieved if stakeholders in Europe would collaborate to break down

barriers and drive the uptake of innovations that add value to patients, clinicians and healthcare systems. The Commission should use its convening authority to champion the need to do this and highlight where best practices are occurring at Member State, regional or local levels.

The third issue relates to **policy frameworks**. Europe needs to create and maintain the policies that will incentivize and reward innovation – from concept through to adoption and diffusion – via an appropriate regulatory framework, health technology assessment (HTA) and reimbursement systems, and procurement/purchasing practices.

Many policies in Europe are still focused on approving, assessing, reimbursing and purchasing medical technologies and drugs according to traditional methods. As a result, the use of innovative technologies and services may go unrewarded, or even be penalized. For example, most EU countries still require face-to-face check-ups of cardiac device patients in order for a hospital or physician to be reimbursed for the cost of that service. To address this situation, the following policy improvements are required:

- **European regulators** need to be empowered to assess the quality and safety of innovative healthcare delivery systems (as opposed to individual drugs and devices);
- **HTA systems** need to be equipped to assess innovative technologies and systems by enabling stakeholder involvement and requiring appropriate types and levels of evidence (i.e., not imposing pharma-style requirements); and
- **Procurement and purchasing authorities** must resist the temptation to focus only on lowest initial purchase cost and should instead take into account overall value -- which includes quality, essential support services, longevity, etc.

The Commission should ensure that the next-generation EU regulation of medical technologies and systems is appropriately tailored to assessing and approving safe, high-quality innovations as part of healthcare delivery systems, both in terms of methodologies as well as the mindset and capabilities of the regulators. This is critical! The Commission should also champion support for innovation in funding, reimbursement, HTA, procurement and purchasing policies at a Member State level.

But of course it’s not all up to the Commission. Other stakeholders need to step up and play leadership roles. Five recent examples give cause for some optimism.

- The **DBC-Onderhoud in the Netherlands** recently issued a guideline establishing a new code for telemonitoring. The guidelines state that any activity that is reimbursed as in-clinic care should also be considered reimbursed

when provided through e-health systems. While the exact implementation of this new guideline is not yet clear, it marks an important step towards establishing reimbursement and funding for remote monitoring.

- The **UK Department of Health** recently published the results of its “Whole System Demonstrator” (WSD) programme -- the largest randomised control trial of telehealth and telecare in the world, involving 6,191 patients, 238 GP practices and 3 sites. The report focused on three conditions: diabetes, COPD and coronary heart disease. It found that telecare solutions for these patient groups resulted in a reduction of: mortality rates (↓45%); accident & emergency visits (↓15%); emergency admissions (↓20%); elective admissions (↓14%); bed usage (↓14%); and tariff costs (↓8%).
- In 2010, the **French Ministry of Health** issued a decree related to telemedicine, officially recognizing telemedicine in the law. The decree sets out a clear definition of what constitutes telemedicine, and lays out the conditions for its organization and implementation.
- The **Lombardia region in Italy** is currently evaluating next steps towards reimbursing remote monitoring. Following on positive results from a recently concluded clinical trial on remote monitoring in the region, physicians have put forward a concrete proposal to the region on how reimbursement could be put in place.
- Finally, two prominent physician societies (**European Heart Rhythm Association** and **International Society for Holter & Noninvasive Electrocardiology**) recently published a consensus paper on remote monitoring of cardiac device patients (Europace, January 2012). This comprehensive paper demonstrates how physician support for remote monitoring has grown in line with what is now deemed to be a “strong evidence base”. In particular, it highlights that remote monitoring is accepted by patients and caregivers as an acceptable alternative to face-to-face follow-ups; increases patient safety and the feeling of safety; leads to fewer visits to the follow-up clinic; provides greater adherence to the follow-up regimen; provides early detection of clinically-significant events; and reduces hospitalizations. This paper should prove to be very useful for persuading clinics, physicians, payers and other stakeholders to embrace the benefits of remote monitoring of cardiac patients.

Let’s hope that Europe’s healthcare stakeholders, with full support from the Commission, will follow these strong leadership examples so that eHealth innovations can help Europe’s healthcare systems deliver the highest-quality care, with gains in productivity and health outcomes, to Europe’s deserving citizens.

A ‘Win, Win, Win, Win’ for Telehealth?

By Dr Malcolm J. Fisk, Co-Director, Ageing Society Grand Challenge Initiative, Health Design & Technology Institute, Coventry University

The development of telehealth services has been pointed to as carrying the promise of a ‘triple win’ for Europe – through delivering better health and well-being outcomes for people who use or access them; by offering reductions in the cost of service delivery; and in providing worldwide commercial opportunities for EU companies.

The potential for this triple win has been recognised by the European Commission and it is indicated in the current strategic and operational plans of the pilot European Innovation Partnership on Active and Healthy Ageing. Meanwhile, a fourth potential ‘win’ is being overlooked.

The fourth ‘win’ lies in telehealth’s ability to help in progress towards the European Commission’s targets for reducing the EU’s carbon footprint – as pointed to in the Europe 2020 Strategy for Smart, Sustainable and Inclusive Growth. The implementation of this environmental strategy must include health services since throughout Europe these are major contributors to emissions. There is a lack of data about this but healthcare, according to LCB Healthcare Consortium calculations, probably contributes 5% of the EU’s total carbon footprint – through emissions of some 250 million tonnes a year, a figure ‘similar to the international aviation and maritime transport activities of the EU27 member states’. Work undertaken by the NHS in the UK points, meanwhile, to patient and visitor travel as contributing 10% to its healthcare carbon footprint.

The potential reductions in healthcare’s carbon footprint arising from telehealth relate at least to patients (because of reduced admissions and a diminished need to attend appointments); and relatives and accompanying persons (because of reduced need for visits). But there are also achievable reductions that arise through lower ambulance use; reduced travel for doctors and community health workers; and the reduced wastage of medicines (because of the greater ease of medication reviews, prompting, etc.).

The context is one where we are faced, at present, with barriers to the development of telehealth because of calls for more evidence regarding its long-term cost

effectiveness. But we do have an increasing range of pointers to some kinds of telehealth services delivering significant improvements in people’s health and many European companies are increasingly active within the growing international telehealth market (two of the four ‘wins’).

Only isolated studies suggest that telehealth can lead to cost increases (and then generally for those people with the most complex of health problems). The Whole Systems Demonstrators in England will give us more information during the course of 2012 – but only in respect of a relatively narrow range of telehealth services focused on vital signs monitoring. Regrettably they, and other studies, though noting the extent to which there may be fewer hospital visits or admissions, generally neither hint at what this means for the environment; nor give adequate attention to the health gains that are evident from the point of view of those who use the services.

There is, therefore, an argument for telehealth that is hardly expressed and rarely heard. This relates to the twin ‘wins’ of reducing environmental damage and improving people’s health. Both are hugely important in moral and ethical terms and need to be set alongside the other, more commercially oriented, wins. After all, telehealth services, if nothing else, mean putting into effect a new service paradigm that will empower and give greater choice to those who wish to access and use them (surely a moral and ethical benefit). This change in approach has immense implications for the very essence of our health services and the central requirement that

people, where they are able, should take greater responsibility for their own health.

This begs the question as to whether for telehealth we should, in any case, move forward on the basis of the four, rather than the three ‘wins’ – where the foundations for telehealth are as much rooted in ethics and morals as much as being cost or commercially driven?

This may not be quite what Otto von Bismarck or William Beveridge envisaged when they developed the health and welfare systems that have left their mark today in many EU member states. But the approach embodied by telehealth is in keeping with our times. And, albeit paradoxically, it is those same health and welfare systems set up by Bismarck and Beveridge that have helped to give us our legacy of better health and greater longevity – that makes today’s need to embrace telehealth so important.



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Telehealth and its Impact on “Delivered Services – Healthcare Professionals – Patients”

By Peteris Zilgalvis, Head of Unit, ICT for Health, DG Information Society and Media, European Commission

The European Commission has long supported the development of telemedicine services for the benefit of patients, healthcare systems, society and the innovative economy. Our 2008 Communication on the subject⁽¹⁾ concluded that the social and economic benefits of its wider use were potentially huge, however several barriers that were impeding its uptake needed to be overcome before its benefits could be felt on a wide scale. The barriers centred on issues of confidence and acceptance; the need for legal clarity and the technical issues to facilitate market development. With these barriers in mind, the Communication outlined ten actions to be undertaken by Member States, the European Commission and at EU level to encourage its uptake. We now see that healthcare professionals and patients across Europe are slowly beginning to reap the benefits of telehealth services

While some barriers have proved easier to overcome than others, it is becoming clear that we are seeing increased trust and acceptance of the technologies across Europe as small-scale successes are slowing grow into larger initiatives

Notably, in December 2011 a new telemedicine project was launched in Denmark which marks a first step towards establishing a common national infrastructure for telemedicine. Focusing on COPD (emphysema), diabetes, inflammatory bowel diseases and pregnant women with and without complications, it provides an opportunity to scale up successful local experiences across the country.

Equally in the UK, a new telehealth campaign called 3 Million Lives has recently been launched. Aiming to improve the lives of 3 million people across the UK through telehealth services, it builds on the success of the Whole System Demonstrator⁽²⁾ integrated health and social care project, which was piloted across sites in Cornwall, Kent and Newham.

In parallel, large-scale evidence on the effectiveness of telemedicine services is gradually emerging. Later this year, a pan-European project “Renewing Health”⁽³⁾ is expected to provide evidence of the effectiveness of telemedicine services. Working across nine of the regions of the

EU which are most advanced in this domain, it will focus on three chronic conditions: diabetes, cardio-vascular diseases (CVD) and chronic obstructive pulmonary disease (COPD).

The social and economic impact of these three diseases is enormous: CVDs are the largest cause of death in the EU and account for approximately 40% of deaths or 2 million deaths per year.⁽⁴⁾ According to the WHO⁽⁵⁾, deaths in Europe from COPD are expected to rise by about 20%, from 248 000 in 2008 to more than 300 000 in 2030; deaths directly attributable to diabetes are predicted to rise from about 166 000 in 2009 to over 209 000 in 2030.

Telehealth services can be particularly beneficial for older people who may have restricted mobility. For this reason, the European Commission is encouraging, through its European Innovation Partnership on Active and Healthy Ageing, a stakeholder driven approach to bring the benefits of telemedicine – among other technologies - to older patients with a view to helping them live longer and more active lives.

The EIP on Active and Healthy Ageing will work to enable EU citizens to lead healthy, active and independent lives while ageing; improve the sustainability and efficiency of social and health care systems; boost and improve the competitiveness of the markets for innovative products and services. Its overarching goal is to increase the average healthy lifespan by two years by 2020. To achieve and measure this increase, it aims to put in place better measures to prevent and manage chronic diseases, build up innovative and more integrated care systems, and develop and – importantly for telemedicine - deploy innovative products and devices specifically aimed at elderly people. This economy sector has a strong representation of SMEs, so mobilising it will also serve to improve the prospects of Europe’s SMEs and to reduce youth unemployment.

The blueprint to achieving the EIP’s goals is the Strategic Implementation Plan (SIP), developed by the EIP’s Steering Group. The plan sets out specific actions which have led to invitations for commitment in the following areas: Innovative ways to ensure

patients follow their prescriptions – a concerted action in at least 30 European regions; Innovative solutions to prevent falls and support early diagnosis for older people; Co-operation to help prevent functional decline and frailty, with a particular focus on malnutrition; Spread and promote successful, innovative models for integrated care for chronic diseases amongst older patients, such as through remote monitoring; Improve the uptake of interoperable ICT independent living solutions through global standards to help older people stay independent, mobile and active for longer.

The potential for telemedicine in this plan is significant as it builds on the desire among patients and healthcare workers for safe, quality, efficient and effective interactive healthcare solutions; the belief among businesses in the market potential of telemedicine; and the growing consensus among governments that high quality and sustainable universal healthcare depends on efficient and economical solutions. In practical terms it also means that stakeholders across Europe will be able to build upon existing best practice to bring the benefits of telemedicine to their elderly population.

The current economic climate, where individual actors have less to invest, makes the European Innovation Partnership on Active and Healthy Ageing an even more attractive prospect. We strongly encourage stakeholders to get involved and start the ball rolling towards increased healthy life-years for our ageing population, improved social and health care systems and reinvigorated economic activity in this innovative area.

⁽¹⁾ COM (2008)689 final

⁽²⁾ http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_100947.pdf

⁽³⁾ www.renewinghealth.eu

⁽⁴⁾ <http://www.ehnheart.org/cvd-statistics.html>

⁽⁵⁾ http://www.euro.who.int/_data/assets/pdf_file/0008/96632/E93736.pdf page 17

Telehealth

By Michael Wilks, Vice President, British Medical Association

Telehealth is a term that embraces all information technology (IT) used in medical care; in the EU this is commonly referred to as “eHealth”, which covers electronic medical records, prescribing, remote monitoring and telemedicine.

In different parts of the EU, the main eHealth developments have much the same ideals in all Member States: to provide easier access to medical information, whether this is for acute medical care, or the “cross-sectoral” access needed for chronic care that involves improved co-ordination across primary, secondary and social care.

Such linkages improve patient care and outcomes, and reduce risk. Specifically, the two main objectives of telemedicine, where patients and services are linked in spite of geographical separation, are to increase the availability of specialist services to “hard to reach” communities. By doing this, a second objective, that of reducing inequalities in the access of care, can be achieved.

The most common applications are in prescribing, in which cross-border writing and dispensing of prescriptions is now being piloted, and the remote reading of X-Rays. Most notably in Scandinavian countries, access is provided for remote communities to city-based services.

Of major importance, especially in the care of long-term diseases, such as diabetes and heart failure, is the use of tele-monitoring, allowing an oversight by clinicians of a patient’s vital signs, tested in the home environment, and fed into the active medical record.

We can already see how telemedicine has changed, not just the practice of medicine, but also the relationship between patients and doctors.

These are worth noting and considering in some detail, as they represent changes whose momentum will increase.



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First is the way in which medical care is delivered, and by whom. In very many areas of care, the traditional relationship between a doctor and a patient has been replaced by one that involves care given by a team.

Some may find this a less personal approach, but IT should at the very least allow linkages within the team that inform all members who is doing what, and how the best use of the team can be utilised. The introduction of the specialist nurse is just the start of this change. One example is how the monitoring of a patient remotely, say for diabetes, will trigger responses from the team that do not necessarily involve the doctor.

Monitoring the signs of heart failure in one project has produced a different type of healthcare professional whose roles include specialist IT oversight, advice to patients remotely or directly, and the ability to recognise when vital signs are sufficiently unbalanced to require hospital admission. As a result, acute admissions can be reduced significantly, saving patient distress and reducing acute costs.

Secondly, the involvement in patients in self-monitoring has a number of consequences. Among these are an increased understanding by a patient of their condition and the ability to self-manage some aspects of it. In order to do this well, a patient will need access to information.

This will include background data on their own measurements, such a blood sugar, but also the ability – within previously set parameters – to alter medication in order to keep their condition stable. A two-way process of information exchange can be realistically established, using e-mail, telephone, or the web. The vehicle for a lot of information flows can be the electronic record itself, as long as patients are given more access to their own data – which after all, *is* their property. Such a move tends to be resisted by doctors, but desired by patients.

These changes need to carry a health warning. The risk is that we may, in our enthusiasm create a group of patients – through inability or unwillingness – who cannot take advantage of more innovative pathways of care or information.

We must take care that what are exciting possibilities to join up chronic healthcare pathways, improve “health literacy”, and create effective partnerships between doctors and patients are not in themselves discriminatory.

As we develop eHealth services, we must ensure that they are designed, configured and delivered for the benefit of all.

Working Towards an EU-wide Telehealth Strategy

By Josep Roca, MD, PhD, Hospital Clinic (HCPB). University of Barcelona

The results of large deployment programmes both in Europe and USA, together with the information generated by on-going initiatives like SIMPHS⁽¹⁾ picturing the trends in ICT for Health at EU level, provide the elements needed to progress towards a successful EU-wide Telehealth Strategy.

In our experience, the lessons learnt in NEXES⁽²⁾ can be generalized to the European scenario. The main aim of the project has been the deployment of Integrated Care Services (ICS) for chronic patients using ICT support.

NEXES is build-up around four types of innovative ICS including well standardized patient-centred interventions designed to develop the practicalities of the Initiative for Chronic Care Conditions (ICCC) endorsed by the World Health Organization (WHO)⁽³⁾.

In NEXES, the enabling role of the ICT platform encompasses several dimensions, namely: enhanced accessibility for both patients and professionals, information sharing among all stakeholders and remote monitoring.

The project has been conducted in three different sites: Barcelona (Spain), Athens (Greece) and Trondheim (Norway). Although the specificities of each site have represented a challenge during the take-up, they are also an opportunity to generate outcomes with validity at European level.

Nexes is addressed to target chronic patients with respiratory disorders, mainly chronic obstructive pulmonary disease (COPD); chronic heart failure (CHF) and coronary artery disease (CAD) and diabetes type II.

The four services deployed are:

Wellness and training (W&T)

The underlying hypothesis being that enhanced self-management using mobile ICT plus a remotely controlled home-based training programme should have a positive impact on life style, disease progression and use of healthcare resources.

The service is addressed to clinically stable chronic patients with moderate to severe disease, recruited in primary care and in hospital outpatient clinics.

Enhanced care for frail patients (EC)

The services within the programme cover a broad spectrum of patients: a) those showing history of frequent exacerbations that generate repeated unplanned hospitalizations; b) post-hospital discharge; c) end-of life care; and, d) patients in primary care showing health or social factors determining frailty. In Nexes, we have identified that categorization of frailty and complexity of care constitutes a key element to properly stratify coordinated care in these patients.

Home hospitalization and early discharge (H)

Home hospitalization is well characterized and its efficacy, as well as cost containment, has been proven. We have explored the use of ICT support is a key component to enhance efficiency of home hospitalization

Remote support to primary care for diagnosis and therapy (Support)

The main aim has been to deploy remote ICT support to both primary care and home services to enhance diagnostic and treatment capacity.

During the development of the project, we have identified several new niches for potential extension of this type of service that will likely have a significant impact fostering shared care agreements between levels of care.

A common and most prominent feature shared by all three sites has been the transfer of complexity from hospital to primary care and patient-home. It is of note, however, that the profound differences among sites on the modalities of interactions between hospital and primary care have had a marked influence on the evolution of the project. Interestingly enough, the three sites are somehow representative of three major scenarios that can be faced in a transition toward integrated care:

- ✓ Primary Care driven transition to integrated territorial care (Norway)
- ✓ Hospital driven transition to integrated territorial care (Barcelona, Spain)
- ✓ Fragmentation of the between Primary Care and Hospitals (Athens)

The experience acquired during the lifetime of the project (from mid 2008 to Spring 2012) is generating two main achievements:

- ✓ First, a convergence toward the formulation of a proposal of a common final model for ICS at European level; and,
- ✓ Second, specific strategies for the transition period that are largely dependent of the initial adscription to one of the three scenarios alluded to above. Those strategies are tackling well identified barriers for extensive deployment: a) interoperability; b) regulatory issues; c) reimbursement and business models; d) evidence of benefits; and, organizational aspects.

At the end of the project, NEXES has generated a conceptual frame that should facilitate extensive deployment of ICS for chronic patients at European level.

Moreover, during the last phase of the project different experiences of collaboration with Nexes are being formulated in several countries. It is expected that some of these experiences might consolidate in Italy, Greece, France and the Netherlands.

We believe that NEXES is contributing to reach maturity for extensive deployment at regional level in the project's sites.

Further cooperative efforts are needed both at site level and with other regions to successfully undertake reshaping of European Health Care Systems.

⁽¹⁾ SIMPHS_Strategic Intelligence Monitor Personal Health Systems. JRC-ITPS -2009-2013. <http://is.jrc.ec.europa.eu/pages/TFS/documents/SIMPHS-AIMBruX090615final.pdf>

⁽²⁾ NEXES: Supporting Healthier and Independent Living for Chronic Patients and Elderly (CIP-PSP pilot B 225025; 2008-2012)

⁽³⁾ Epping-Jordan JE, Galea G, Tukuitonga C, Beaglehole R. *Preventing chronic diseases: taking stepwise action*. Lancet 2005;366:1667-71

Addressing Market and Take-up Barriers

By Silas Olsson, HealthAccess, Sweden

Background and context

The traditional way of deliver healthcare, the physical face-to-face meeting between the doctor and the patient, is not sustainable for “everyday healthcare delivery” and is not anymore the preferred way by the emerging group of demanding patients and relatives. Why, because healthcare systems cannot economically sustain the increase in demand if not changing the way of deliver, and the “new” patients (young and old) and relatives will not accept not to use everyday information and communication technology available to the public, for consulting, stay in contact, monitoring, getting advices and being coached, and to overall interact with healthcare.

The society is changing, the ongoing demographic change, “the ageing society”, with a substantial increase of older persons in the population of Europe (and in the industrialized world), is changing the panorama of health and diseases. The volume of persons suffering from chronic health conditions and diseases are increasing. Although no cure is available, the healthcare, luckily, can deliver means for well-functioning of most of such patients, being at the working-place, on the move, at home in the family or in the society at large.

The society, including healthcare systems, is also transforming due to information and communication technologies including mobile technologies (ICT). The healthcare is adopting ICT in e.g. administrations, for medical records, advanced medical devices, and step-by-step, however slowly, also for telehealth, telecare and telemedicine.

Although there are no international clear definitions of telehealth, telecare and telemedicine, in this paper, to be brief, the focus of “telehealth” means the communications and interactions between healthcare professionals and patients & relatives, to be differentiated to “telecare” which focuses on the interaction between patients & relatives and care and social care support professionals and systems, and “telemedicine” which focuses on doctor-to doctor consultations and interactions. There are overlaps between the definitions.

Ample of opportunities – slow take-up

A vast amount of projects during the latest 20 years, from almost all over the world, have shown the usefulness and the efficiency of telehealth on project levels. However, there are many reasons why take-up of telehealth is slow (although healthy niche markets exist) including proof-of-quality-at-scale, proof-of-safety-at scale, proof-of-effectiveness-at-scale, standardization and interoperability issues, lacking business models, reimbursements issues, legal and responsibility issues, and evidences about overall at scale economy impact in different healthcare models and systems. In addition, one decisive factor is that telehealth is a so called disruptive technology. This means that to fully utilize the benefits offered by telehealth, implementation requires change in processes, work-habit’s, work-flow-of-patients, money-flow patterns, financial schemes including reimbursements, organizations and/or on system level. Therefore, policy settings and cross-sector leadership are required to make this change happen.

It is clear that healthcare systems are not in pace to match the needs of a changing society and are not taking-up the possibilities enabled by ICT including mobile technologies offered under the umbrella of telehealth. On the other hand, it is also clear that the research and innovation communities and industry, have not yet delivered the evidences, showcases, experiences and hard facts needed for policy makers and decision makers to embrace and accept the cross-sector leadership needed to change the way healthcare is delivering.

Europe should speed up the efforts to remove barriers to the market for telehealth solutions to better serve the need of the society of today. In addition, there is a potential forthcoming huge market in Europe and internationally, for innovative telehealth applications. Industry in Europe should not be left behind in the

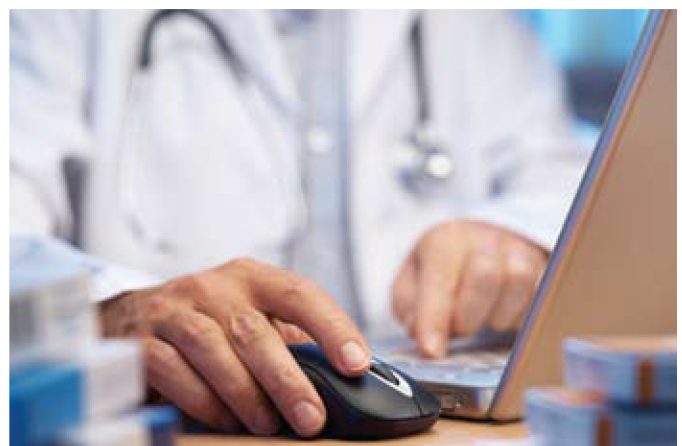
international race to develop and refine such competitive and innovative solutions, which also is about growth and creation of new jobs.

Show cases and evidences at scale are needed

To address and work to remove market barriers and to speed up creation of the framework needed for telehealth to be broadly taken-up by markets and users, European initiatives are needed. Areas were further such works are needed include:

- Standardization and interoperability
- Legal and responsibility issues (devices and services)
- Show cases at scale (quality, effectiveness and economy evidences)
- Show cases at scale addressing disruptive technology challenges
- Show cases addressing financial incitements and reimbursements issues
- Show cases with innovative telehealth solutions, taking into account the issues and concerns in the above bullet points, for applications relevant for the ageing society and persons with chronic health conditions and diseases, with an integrated care approach.

Clear evidences from such work, as suggested above, will significantly contribute to the base of knowledge needed for policy makers and decision makers to decide to initiate the cross-sector leadership needed to change the healthcare delivery by broadly introducing telehealth.



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Time for a Directive on Violence against Women

By Mikael Gustafsson MEP, Chair, Women's Rights and Gender Equality Committee, European Parliament

Despite the fact that violence against women has been a topic of debate over several decades, the international community has not managed to put an end to it.

Considering the extended scope of the Lisbon Treaty, I think the time has come to introduce a directive on violence against women.

The starting point must be that gender-based violence is a violation of fundamental freedoms and rights, such as the right to security and human dignity.

Respect for human rights is a key value in the EU Treaty. And gender equality is a fundamental EU principle.

The EU Charter of Fundamental Rights states that European society should be characterised by equality between women and men.

The Lisbon Treaty has provided possibilities for the EU to introduce common provisions in the field of criminal law.

The Union also has the right to introduce minimum rules concerning the definition of criminal offences and sanctions in the areas of particularly serious crime with a cross-border dimension, resulting from the nature or impact of such offences.

This competence also applies in cases where there is a special need to combat crime on a common basis.

The text of the Treaty makes particular reference to trafficking in human beings and sexual exploitation of women and children.

As regards police and judicial cooperation in criminal matters having a cross-border dimension, Parliament and the Council are able to establish a minimum common standard.

Violence against women is historically and structurally determined. According to the UN, it is constituted by 'any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological



harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or private life'.

Gender-based violence does not simply relate to violence within the meaning of criminal law. It extends to different types of crime directed against women simply because they are women.

It is a type of abuse which contributes towards the repression of women as individuals and as a group. Violence inflicted on women is usually also sexualised.

Gender-based violence covers offences in the form of violence in close relationships, sexual abuse, human trafficking, forced marriage, genital mutilation and other forms

of violations of integrity which particularly affect women and young girls.

It is a complex problem, but I believe it must be solved. Especially if we are serious about the principles that govern the European Union. And we have the means to do it.

The European Parliament has in fact already pointed out the need for a comprehensive legal act to combat all forms of violence against women. In April 2011 it voted for the report of Eva-Britt Svensson, and thereby proposed a criminal-law instrument in the form of a directive against gender-based violence.

The time has come for the European Union to act.

We are now looking forward to the proposal from the Commission.

Health and Safety Policies in the EU

By Richard Jones, Head of Policy and Public Affairs, Institution of Occupational Safety and Health (IOSH)

Though economic times mean we must get the very best from our regulatory systems. The European Commission (EC) communiqué 'An agenda for new skills and jobs: A European contribution to full employment'⁽¹⁾ outlined four priority areas for raising employment rates. These are:

- Better functioning labour markets
- A more skilled workforce
- Better job quality and working conditions
- Stronger policies to promote job creation and demand for labour

It recognised that a skilled workforce is essential for a competitive, sustainable and innovative economy for Europe's 2020 goals. And the priority for 'better job quality and working conditions' covers some of the health and safety challenges that need to be met to improve lives and secure growth and prosperity.

The EC is concerned that the economic crisis means more jobs are exposed to competitive pressures and deteriorating working conditions, negatively impacting psychosocial health. This is a concern that the Institution of Occupational Safety and Health (IOSH), the UK Chartered body for health and safety professionals, both shares and is keen to help address.

The EC are looking to improve job quality by strengthening legislation with supporting 'soft instruments' (such as guides, sharing good practice and codes of conduct). Though welcoming new ways to help people to manage health and safety better – the UK experience suggests that codes of practice should be tailored to needs and can also benefit from semi-legal status.

A 2009 study⁽²⁾ on the role of codes and guidance materials in occupational safety and health regulation concluded that quasi-legal (approved) codes could be effective – depending on design, nature, accessibility and internal support – but not to over-rely on voluntary codes and self-regulation. Legal status was found to be important, with some respondents believing quasi-legal codes were authoritative and persuasive when there were disputes.

Code use and status is something that Europe may wish to consider during the proposed 2013 review of EU health and safety law and the development of the new EU Strategy for 2013-2020 on Health and Safety at Work.

The communiqué highlights the problems of misclassification by employers of employees as 'independent contractors' and also of 'undeclared work' in Europe, which can leave workers vulnerable.

The problem of 'bogus' self-employment in UK construction was highlighted in a 2009 report into the underlying causes of fatal accidents.⁽³⁾ We are concerned at recent UK Government proposals⁽⁴⁾ to exempt certain self-employed people from health and safety law, which we believe is unnecessary and would be a backward step that potentially puts people at risk. We think it would be an unhelpful message in the UK, which has a substantial self-employed population of over 4 million people and could also cause a growth in the bogus self-employed.

Those in self-employment have significant potential to affect not only their own health and safety, but that of other people and they need to manage their risks sensibly.

Across Europe, there are initiatives to facilitate the movement of labour and recognise professional standards. IOSH is a founder-member of the European Network of Occupational Safety and Health Professional Organisations⁽⁵⁾ and has worked on several pan-European projects, including the introduction of the European Occupational Safety and Health Manager (EurOSHM*)⁽⁶⁾ voluntary certification standard and the EUSAFE Project.⁽⁷⁾

EUSAFE seeks to develop a new professional qualification and training framework based on existing certification standards. It will generate country-specific reports on OSH training; a new profile for OSH professionals with qualifications in 'units of learning outcomes'; and educational objectives, teaching plans and example teaching materials, standardised at EU-level.

The project will enable OSH professionals to achieve recognition of their competences and qualifications and increase their mobility. It will also produce flexible instruments to validate and recognise learning results, which will enable transferability in other EU countries.

As well as championing leadership, worker involvement and competent advice, IOSH has been working to help embed health and safety and risk concepts in the training and education system, to help develop a 'risk intelligent society'. This would mean that people could readily differentiate big and small risks and make well-informed decisions and choices.

We are supporting education in schools, colleges and universities. And, as part of our awareness-raising, we have also been promoting the strong economic case that complements the compelling legal and moral ones for good health and safety. The IOSH 'LiE Savings' campaign⁽⁸⁾ provides information, case studies and tools for making the business case and calls on Government to give tax breaks to employers supporting rehabilitation and therapy for their employees, as a way of improving public health.

The message is that good health and safety not only saves lives; it also supports business and sustains jobs and the economy.

Given the importance of Europe in driving UK health and safety regulation, we are keen to strengthen UK input to the EU legislative process. With the forthcoming comprehensive review of EU health and safety legislation; evaluation of the current Health and Safety at Work Strategy; and development of a new strategy taking us to 2020, there is much to discuss and share.

IOSH is hosting a workshop in the European Parliament later in the year to further explore policy and decision-making on health and safety regulation within Europe, to help equip us all for sustainable, well-managed work, both in this decade and beyond.

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The European Citizens' Initiative – Superdemocracy in the Making

By Bruno Kaufmann, Chairman of the Electoral Commission, Falun, Sweden

On April 1, 2012 a new participatory right will be born: the European Citizens' Initiative. From then on the citizens of the European Union will have the same right as a majority in the European Parliament and the Member States: to set the political agenda for a whole continent. It is the door to the future of participatory politics: more direct, more transnational and more digital than anything before, argues Bruno Kaufmann.

At first sight, not much will change: even under the new rules established by the EU's latest "constitutional" foundation, the Lisbon Treaty, the formal right to initiate pan-European legislation remains with the European Commission alone. Skeptics are characterizing the new European Citizens' Initiatives as "another useless petition-right" controlled from above. Yet others assess the reform as "the biggest innovation of transnational democracy" since the introduction of direct elections to the European Parliament 33 years ago.

The fact is that we do not yet know what the ECI will bring, how the process will work, or what it will do to the still very weak democratic culture at the transnational EU level. What we do know is the history of the making of the ECI, the most recent struggles around the procedure as such, and what the first edition – I would call it ECI 1.0 – will look like.

The history is a rather long one, driven by civil society activists since the early 1990s, influenced by visionary European politicians – initially at the Amsterdam Treaty negotiations – with a last-minute breakthrough during the final days of the Convention on the European Constitution in spring 2003.

While the Constitutional Treaty of those days did not pass the test of the citizens' referendum votes in countries like France and the Netherlands, the ECI nevertheless made it into the spin-off Treaty of Lisbon. For the very first time, this "transnational constitution" defines modern representative democracy as being based equally on indirect, parliamentary governance and direct, participatory lawmaking by the citizens themselves. In concrete terms, the ECI is the first and so far only procedural product to emerge from this new principle.

It is a procedure firmly embedded in the EU system, but nevertheless very innovative in three respects: it is a direct-democratic process; it is happening at the transnational level; and, last but not least, it is introducing – another first – the e-collection of signatures Europe-wide.

A participatory umbrella

Again, it is important to stress that the ECI is not just another type of petition – like Britain's e-petition to Downing Street, for example, where proposals which gain the (basically unverified) support of more than 100,000 people "could be debated in Parliament" and "could influence government". The ECI has more the character of an electoral process, in which the secrecy of the vote is ensured and where successful initiatives "must be dealt with by the EU institutions".

The consequence of this legalistic approach is that the ECI is in practice opening a participatory direct-democratic umbrella over a whole continent, 'forcing' all the EU member states, among other things, to acquire the know-how and the formal authority to certify e-collection systems, as well as the ability to verify the statements of support/signatures of their own eligible voters.

In more detailed terms, the ECI has its source in Art. 11.4. of the Lisbon Treaty, which establishes the constitutional right of one million EU nationals from a "significant number of member states" to propose new legislation to the EU Commission – in the same way as a majority in the European Parliament and of the Member States are eligible to do.

In a carefully undertaken legislative process this right has been transformed into a legal procedure of its own, the ECI Law (Regulation 211/2011). This law, which came into force in spring 2011, lays down all the provisions for the ECI, specifying the "significant number" of countries (at least seven) and the "significant number of signatures" (proportional to the size of the population), the timeframe for gathering the signatures, as well as the principles of e-collection and the specifications for the systems for verifying the signatories. One complicating, but typically very European

feature of the regulation is the fact that every member state has its own rules for checking eligible voters – producing very different-looking requirements, ranging from simple indications of name and address (in Finland, for example) to a cumbersome list of ID numbers, father's name and the issuing date of passport as in Greece.

Setting the agenda – on what?

Another key issue, which will clearly be the subject of much debate and potentially even legal battles, relates to the admissibility rules for the initiatives: in other words, what can an ECI be about? Both the Treaty and the Law make it clear that ECIs must stay within the framework of the legal competencies conferred on the Commission.

Proposals on issues for which the Commission has some legal power of initiative should be admitted to the ECI process, while others will be rejected. There are, to be sure, grey areas and we will see ECIs which will end up being taken to the European Courts as the conflict over admissibility becomes more heated.

But there is also a sunnier side to the whole procedure: it is designed to invite the whole of Europe to learn more about shared issues, to discuss them, and to "set the agenda" – as the EU Commission promises in its official guide to the European Citizens' Initiative.

What has been in preparation for decades and is about to be born, has still to grow up, however. ECI 1.0 is far from perfect and the ongoing practice will disclose many bugs and inconsistencies – for example, between the various implementation regimes in the Member States and the core legislation at EU level. For this reason it has already been decided that an 'upgrade' will be proposed by the EU Commission after the ECI has been in use for three years: ECI 2.0!

Bruno Kaufmann is Chairman of the Electoral Commission in Falun/Sweden and the author of the new *Pocket Guide to the European Citizens' Initiative – a User Manual to the First Transnational Tool of Direct Democracy*.

The official ECI Guide from the EU can be found at <http://ec.europa.eu/citizens-initiative/public/guide>

Election Observation in Switzerland

By Charles Lasham, Director of Electoral Affairs, International Centre for Parliamentary Studies

The very first election I observed abroad was in Namibia in 1989. I was in the company of over 1500 other observers from many countries under the control of the United Nations. There was still some resistance to the elections and our presence was not welcomed by everyone. I have also observed post conflict elections in El Salvador, Guatemala, and Sierra Leone and the former Soviet Union countries. During that time I was the returning officer for the City of Liverpool and one of the 12 UK European Returning Officers in the UK. In 2000 I started to work on a permanent basis for the International Foundation for Electoral Systems where I was their country representative and chief of party in Moldova, Azerbaijan, Nigeria, Iraq and Afghanistan. I ended my time with IFES in Egypt and departed there just two days before the demonstrations started. I have been used to going to interesting places where there has been some uncertainty but maybe the tide is turning.

In September last year I managed to get selected as the senior elections advisor for the OSCE/ODIHR election assessment mission for the federal elections held in Switzerland on 23rd October. As part of an eight person team under the leadership of a very experienced American, Peter Eicher, I travelled to Bern on 10th October and met numerous officials throughout the country, observed the elections, the counting and tabulation of the votes and stayed until 28th October working with the team to put together the first draft of the report. I was the only Brit on the team and the other members consisted of two Americans, and one each from Canada, Germany, Greece, Poland and Russia.

In a country where everything runs like clockwork why do you think OSCE/ODIHR need to assess their elections? Well, it is because of the commitments to the Organization for Security and Co-operation in Europe (OSCE), made by Switzerland which requires them to have their elections observed by other members. So, the government of Switzerland extended an invitation to the OSCE Office for Democratic Institutions and Human Rights (OSCE/ODIHR) to observe the 23 October 2011 national elections and OSCE/ODIHR accepted.

There are certain aspects of the Swiss election process that are extremely interesting and I shall attempt to explain a few of them here in this short article. The first point to make is that with a population of 7.7 million and an electorate of 5.1 million this was not the largest election I have ever been involved in. With a turnout of 49% and over 85% of voters choosing to vote by post, election day activities are fairly limited.

In fact, polling stations opened for a minimum of 30 minutes and up to a maximum of 2.5 hours with polls closing at 12 noon. In the city of Luzern, population 75,000, there was only one polling station open on election day. And no-one complained.

There are 26 cantons in Switzerland and while the cantons have to adhere to the Constitution and the Federal Act on Political Rights there are 26 separate cantonal laws governing the conduct of elections. The Federal Chancellery sets minimum standards but each canton is able to determine how it runs their own election and there are significant differences of approach depending on where you are in the country. For example, in one canton there is compulsory voting, in another the franchise is extended to 16 year olds while the rest of the country voting at age 18 years.

Most of the 200 members of the National Council are elected through a proportional system (the Hagenbach-Bischoff formula) with National Council are elected through a proportional system (the Hagenbach-Bischoff formula) with the cantons being the constituencies. Seats are allocated to cantons according to their population, with a minimum of one seat per canton. The largest canton, Zurich, has 34 seats, while the six smallest cantons have one seat each. In the one-seat cantons, the elections are held under a majoritarian system.

Ballots are delivered to those on the voter lists by the administration of the cantons or lower level communes, usually by post. In the multi-seat cantons, electors receive a packet of prepared ballots which includes a separate ballot for each party list indicating the party name, the party number and the names of party candidates. In addition, the packet includes a blank ballot with no party or candidate information. Voters are entitled

to a number of votes equal to the number of seats the canton has in the National Council.

The voting system is complex, giving voters several options: they can vote for a party list in its entirety by placing the list, unmarked, into the envelope provided or directly into the ballot box; they can vote for a party list, but delete names and add names from other lists up to the number of seats available; they can vote using the blank or empty ballot by writing in any combination of candidate names from any list, up to the number of seats available; and they can vote by placing a party name at the top of the blank ballot and entering candidate names from any list and any blank spaces are allocated to the party named at the top. Candidate lists may include the name of the same candidate printed twice, or voters may write in the name of a candidate or candidates so that they appear on the lists twice, provided that the total number of entries on the ballot does not exceed the number of seats available.

Most ballots are returned by post or delivered to special post boxes set up outside commune offices within the canton. Ballot envelopes are opened in advance of election day and the count proper begins at close of poll, 12 noon on election day. Despite the complicated voting system and the difficulties that brings at the counting of the votes, the results are declared, in the main, on the same day.

Everything ran well but, like any election process, there can be improvements. The final report of the election assessment mission can be found on the OSCE/ODIHR website <http://www.osce.org/odihr/elections/87078>. This is the same site for experienced election administrators to get registered and volunteer for short term or long term observer missions. My experience was a good one. The team was extremely professional, experienced and hard working. In that sense it was very much the same as my first mission abroad all those years ago.

Charles Lasham is an experienced electoral administrator and founder member and former chair of the Association of Electoral Administrators in the United Kingdom. He has recently been appointed as Director of Electoral Affairs at ICPS.

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Early Parliamentary Elections in Kazakhstan

By Magnus Smidak, Editorial Researcher, Government Gazette

The 15th January 2012 parliamentary election is the seventh election in Kazakhstan to be observed by the Office of Democratic Institutions and Human Rights (ODIHR) – the principle institution of the Organisation for Security and Cooperation in Europe (OSCE) responsible for supporting democratic principles.

As a participating state, Kazakhstan has committed itself to uphold OSCE's election commitments and international standards for democratic elections.⁽¹⁾

It is also my first time as a Short-Term election Observer (STO) in Kazakhstan: one tiny cog in a major multi-national effort to assess compliance with these standards.

According to the OSCE, Kazakhstan has yet to hold an election which lives up to the democratic standards it has signed up to. Nevertheless, the chairmanship of the Organisation was offered to Kazakhstan in 2010: the first post-Soviet country ever to hold the position.

So what difference has chairing the region's premier international organisation tasked with promoting democracy and human rights made in liberalising Kazakh politics?

Politics and government

Kazakhstan has a presidential form of government with most executive powers vested in the presidency. The country has only ever had one President.

Nursultan Nazarbayev rose to become First Secretary of the Communist Party of the Kazakh SSR in the dying days of the Soviet Union. When Kazakhstan declared its independence in 1991, he ran for President of the Republic in an uncontested race. He won.

Political controls are tight, and it is illegal to criticise the President and public officials. Kazakhstan is one of the few countries where defamation and insult carry a prison sentence.

Unsurprisingly this has a chilling effect on political discourse and makes mounting an effective opposition to the government very difficult indeed.



These restrictions are somewhat counter-balanced by impressive levels of social development and stability.

Business leaders also enjoy economic freedom, so long as they refrain from engaging in any independent political activity.

In 2007, the Kazakh parliament (Majilis) passed legislation abolishing consecutive term limits for the 'First President'. In parliamentary elections of the same year, the President's party, Nur Otan, won every single seat in the Majilis in a contest the OSCE criticised as flawed.⁽²⁾

In 2010, the Law on the Leader of the Nation was passed which grants complete immunity from prosecution to the 'First President' and his immediate family for life. It also allows the 'First President' to retain executive power even after vacating his post without holding executive responsibilities.

Early presidential elections were held in April 2011 on the back of a failed citizen's initiative to extend President Nazarbayev's term until 2020 without the need for any further elections. Both President Nazarbayev and the Constitutional Court rejected the referendum proposal.

Instead, early presidential elections were announced almost two years ahead of schedule, catching the opposition parties off guard, who were unable or unwilling to put up their own candidates at such sort notice. Nazarbayev secured a resounding victory with 95.5 percent of the vote on a turnout of 90 percent in another flawed contest.⁽³⁾

The opposition parties in Kazakhstan can broadly be described as 'hard' or 'soft' in terms of their attitude to the ruling party and President Nazarbayev. Of the ten parties registered with the Ministry of Justice only the Communist Party of Kazakhstan, the Social Democratic Party (OSDP-Azat) and the ecological Rukhaniyat Party can seriously be considered 'hard' opposition parties. All are organisationally weak and subject to frequent probes.

In the run up to the 15 January election, the Communist Party was suspended for 6 months for "administrative offenses" and thus unable to take part; the Rukhaniyat party list was de-registered less than 3 weeks before Election Day based on violations of nomination procedures; and a number of candidates, including a leader of the OSDP-Azat, were de-registered based on alleged discrepancies in their tax records.

The remaining 'soft' opposition parties have political platforms that are virtually indistinguishable from *Nur Otan* and offer little in the way of an alternative other than the personality of their leaders.

The government has made some efforts to open up the political arena to challengers. In 2009, legislative amendments were passed which guarantee seats to the second placed party even if they fail to pass the 7 percent threshold to enter parliament.

The 15 January parliamentary elections are the first to be held under the new rules. This brings us back to the Election Observation





Mission and the reason why I found myself in Kazakhstan in mid-January, enjoying its famous hospitality and Siberian weather conditions.

Election Day

Democracy doesn't start and finish with voting on Election Day. Once established, an Election Observation Mission observes the entire electoral process over a number of weeks.

This covers the election system and legal framework; party, candidate and voter registration; the mass media and campaign environment; participation of women and minorities; and the complaints and appeals process amongst other issues.

However, the role of a short-term observer is more specific. They serve as the "eyes and ears" on Election Day observing the procedures for opening, voting, and closing of polling stations as well as the vote count, completion of results protocols and transfer of election materials and tabulation at the higher municipal level.

An established methodological process is used to gain a statistical analysis of Election Day observations. The more STO teams there are out observing on Election Day, the more robust the analysis will be.

Although my team observed in just one small area of this vast nation, our experiences on Election Day were repeated in many other parts of the country. The elections were technically well administered

and procedures were followed, at least during the voting stage.

The biggest concern was the preponderance of identical looking signatures on the voter lists which could indicate either family voting (a hangover from Soviet times) or ballot box stuffing.

Further suspicions were raised when some polling stations had achieved close to 100 percent turnout by mid-afternoon – an unlikely, although not impossible, reflection of the true level of participation.

The neutrality of polling station staff were also called into question, as many who were nominated by other parties were in fact members of *Nur Otan*.

When asked which party they represented, some committee members struggled to remember which one.

However, the most serious irregularities were observed during the counting and tabulation phase, in which severe procedural deficiencies were noted in a massive 40 percent of polling stations observed.

For example, control procedures were flaunted; ballot papers for other parties were placed on the *Nur Otan* pile; and in some stations the number of votes for *Nur Otan* was determined by subtracting the sum of votes received by other parties from the overall total.⁽⁴⁾

What do these elections mean for Kazakhstan?

The preliminary results put *Nur Otan* on 81 percent of the vote. In addition, two 'soft' opposition parties surpassed the electoral threshold to enter parliament by a bare minimum of votes.

Although on the surface it looks like the government has fulfilled its promise to deliver a multi-party parliament, in reality these elections represent the continuation of the status quo.

The restrictions on eligibility to stand for election, the exclusions of parties and



candidates, incidents of electoral fraud and the lack of transparency in the tabulation process signal backsliding on Kazakhstan's OCSE commitments.

"Orchestrated" was the word used by the Head of the OSCE Parliamentary Assembly Joao Soares to describe the conduct of the election.

Chairmanship of the OSCE has not delivered the political liberalisation hoped for, and it is difficult to point to a better example of stage-managed democracy than Kazakhstan.

⁽¹⁾ Election Observation Handbook Sixth edition, <http://www.osce.org/odihr/elections/68439?download=true>

⁽²⁾ OSCE/ODIHR Election Observation Mission Report. Republic of Kazakhstan Parliamentary Elections 18 August 2012. <http://www.osce.org/odihr/elections/kazakhstan/28438>

⁽³⁾ OSCE/ODIHR Election Observation Mission Report. Republic of Kazakhstan Presidential Elections 3 April 2011. <http://www.osce.org/odihr/elections/78714>

⁽⁴⁾ Statement of Preliminary Findings and Conclusions. Republic of Kazakhstan Early Parliamentary Elections 15 January 2012, <http://www.osce.org/odihr/elections/86985>

Political Power

By Tomasz Blasiak, *Electoral Operations Specialist*

After the Arab Spring's wave of political changes, media and governments are increasingly discussing the power of the Internet and the growing influence of social networks that became a powerful political tool uniting those in opposition to governments that usually fully control more traditional electronic media. People learned quickly how to use the freedom of the Internet and how to turn it into an efficient communication tool. The media are criticizing governments which limit freedom of expression in their IT networks, but it is easy to overlook those communities that are still suffering from a lack of electricity. Is access to power limiting citizens' awareness and influencing freedom of political expression in a much greater way?

The evening noise of operating diesel generators is still characteristic for many parts of the world. In the backyards of houses those noisy machines are generating power for the households when there is an electricity cut or the power grids simply do not exist yet. Families often gather around the television sets connected to satellite receivers, dine and discuss the past day's events. Thanks to this noisy and often forgotten piece of equipment, the day is extended for another couple of hours and one more family is connected to the "global machinery" of information exchange.

Maybe they will discuss tonight recent political developments in their country or maybe they will discuss upcoming elections. Politics, among money and football seems to be the most discussed subject regardless if it is Afghanistan, Iraq, Nepal or Liberia. In the countries where not so many could afford buying a newspaper and with illiteracy levels remaining high, radio and television are very important mass media, although they wouldn't be truly "mass" when there is no wide access to electricity. For Europeans this seems to be not a problem anymore, but in many rural parts of Africa or Asia, poor power supply and underdeveloped power grids still pose a serious challenge.

I would like to present an example of a dilemma, which the Afghan Election Commission faced in 2004 and consequently in the 2005 Afghan elections. How to organize civic and voter information campaigns and inform citizens about

upcoming polls or even more difficult questions, how election candidates could run their political campaigns in the remote provinces of Afghanistan? With no newspapers in circulation or a widespread illiteracy problem, with no electronic mass media or simply no access to electricity this task starts to be very difficult. If voters have no chance to learn about elections or even the smallest chance to learn candidates' names, what hope is there for them to hear about their political views or their programmes.

Many of them have never heard the radio before or when they manage to hear something at the village meeting or in the mosque but do not know how to connect it with the string of letters on the ballot paper. You may say, use the picture, but how can the voter know the candidate's face if there is no television, not to mention the Internet. How to spread political views if there is no medium that could bring it to the voters? I remember countless discussions on equal access to the media for competing parties and candidates at the Afghan Media Commission meetings in the country where less than 30% of population had access to any form of mass medium. In the end, the Indian model of symbols allocated to each candidate was selected, since it provided an opportunity for candidates to campaign in this challenging environment. In the end, the commission had to take a step back to picture language in search for the common lowest denominator. I also remember some NGOs that experimented with satellite radios equipped with dynamos powered by a crank that was distributed to every village.

A problem with access to electricity for the general population is also the limiting ability of governmental institutions to operate in an efficient manner. For example election commissions who need to register all voters in all constituencies are often forced to use paper based processes. Often millions of forms that need to be produced and distributed, which are then completed across the country by thousands of election officers, are later retrieved from the field and entered into the system. This is a very time consuming and expensive process, that results in voter registers often challenged and it is far from perfection. Whenever direct data capture is possible, small power generators or solar panels are used to power

mobile registration kits used for voter registration and production of voter IDs. Just to give you an example of how large is the scale of such operation – the Kenyan IEBC requested recently almost 10,000 voter registration kits to be distributed along with the independent charging units. Again electricity could decide on the quality of the electoral process, since the voter roll is an important element of the credible polling process.

In Nepal, country with a poor road network in the north and constant problems with the fuel supply, UNMIN and the Nepalese Election Commission had an idea to utilize solar panels to power a limited number of devices that were required for the operation of election officials. UNMIN have conducted market sounding and a local supplier was selected to supply joint UNMIN and NEC offices with the solar power kits. A local company was building solar kits from the imported solar units, small car batteries, and aluminum frames that were sufficient to power laptops, mobile phone or satellite phones.

This was enough to maintain connectivity with the highly decentralized district structures but not enough to employ any advanced technology in the service of elections. I remember a number of problems with the shipping of kits to the final destination – 75 districts of Nepal – since car batteries with acid were declared as hazardous goods and could not be transported by air. Nepal is a wonderful country and I will never forget my time there, but in terms of logistics and operations management it was a very challenging environment. Limited road networks, electricity problems, no communication infrastructure in many parts of the country created a great challenge to the establishment and operation of numerous offices in this politically significant project of transition from the kingdom to the parliamentary republic.

When we in Europe discuss the various problems of communication and operational effectiveness in the developing world, it is all too often very easy to overlook the basic issues of local, regional and national infrastructure, and the impact which this can have at every stage of the electoral process.

The Big Winner in Venezuela: Confidence in Electronic Voting

By Samira Saba, Marketing Communications Director, Smartmatic

On February 12, 2012, independent leaders and opposition parties in Venezuela, grouped in the Democratic Unity coalition (Mesa de la Unidad Democrática), held open primary elections aimed at defining who will be the single candidate to stand against incumbent president Hugo Chavez in the presidential elections scheduled for October 7, 2012.

The Primaries also determined the opposition's representatives to challenge president Chavez's candidates for various positions at state and municipal levels in another round of elections to take place in December, 2012.

This remarkable event has set the stage, once again, for Venezuelan opposition to test the robust automated platform that has deserved numerous positive reviews from voters and voting authorities alike around the world, after providing accurate and transparent results — election after election.

February's elections marked the second occasion that opposition candidates have entrusted the National Electoral Council (CNE) to carry out their Primaries using Venezuela's state-of-the-art voting system.

This recurrence denotes an important change in how some opposition leaders perceive the advanced voting system provided by Smartmatic, as even the once most vociferous opponents of electronic voting now endorse the system and have participated as candidates in these elections at various levels in these Primaries.

As time has passed, and as multiple elections have been won and lost by the diverse actors of the Venezuelan political spectrum, lingering doubts about the transparency and efficiency of the system have dissipated. Actually, the winner of this primary election has won twice in elections carried out with the same technology.

Venezuela is nowadays a world reference of manifest success in the adoption of fully automated electoral processes.

In 2004 the country made a giant leap forward by automating all stages of the process using Smartmatic's technology.

From the 2004 Recall Referendum, the company has grown to become the world leader in electronic voting with more than



1.5 Billion audited votes and dozens of elections held throughout the world.

Definitely we celebrate that in Venezuela, initial misinformation, misgivings and doubts have now dissipated, clearing the way for transparency and trust.

7 out of 10 Venezuelans prefer electronic voting

Venezuela is a country with a 14 year experience in electronic voting, moving from the deficiencies and limitations of manual voting to optical scanner technology (1998), and later to the latest generation of voting machines (DRE) with a printed voting voucher (2004 onwards).

The country will even employ biometric identification devices for the next presidential elections (October 2012), which will be used to activate the process for each voter (the latest development stage of the automated voting system).

The advantages of automation have taken hold in the mindset of the population, to the point that ¾ of the electorate that was surveyed by Datanálisis (one of the most important pollster companies in Venezuela) affirmed that the public decidedly "prefers an automated voting system" to a manual one. This proves Venezuela's leading position

in the continent, together with Brazil, when it comes to electoral technology.

This same research carried out by Datanálisis showed that for 9 out of 10 Venezuelan voters, exercising their democratic right to vote is "easy" or "very easy" with Smartmatic's voting machines (which feature touch screens, attached voting pads, and produce a printed voting voucher).

It is worth noting that among 88% of the people surveyed, there are no significant differences between socio-economical strata (A, B, C, D and E) or age groups (both young people over 18 and citizens over 60).

All segments agree in their positive evaluation (4 out of 5) of the degree of ease of Smartmatic's electoral solution, considered by the majority of the surveyed (70%) as a "cutting-edge" voting system.

Further, these results prove that Venezuelan voters think that interacting with a voting machine is easier than with an ATM (40% ease of use): both situations (no matter how common they may be) make similar demands on the user, who must proceed meticulously, carefully, and must also have trust in the security and privacy of the information entered, shown, and transmitted.

Considerations on Possible Financial Realignments

By Dr John Coulter, Political Columnist, Tribune magazine and the Irish Daily Star

The United Kingdom, United States and Canada may well be in the process of forming what has become known as the Trans Atlantic Alliance (TAA) as a radical global alternative to the severely under-pressure Eurozone.

The first hints of the emerging TAA blueprint came when British PM David Cameron decided not to bless the so-called rescue package for the euro, much to the annoyance of France and Germany.

Rather than Cameron's apparent snub to the euro being labelled a desperate move to calm his Conservative Party's growing Eurosceptic right-wing or indeed fly the patriotic flag for sterling, it could be seen as the opening shots in a new ploy to set up an economic alternative to the euro based on the pound and dollar. Its long-term aim would be to bring other nations out of the financial European Union and into the TAA. The TAA is not seeking the political break-up of the EU, merely to set up in opposition to the seemingly crumbling Eurozone.

The test case for the fledgling TAA will be the Republic of Ireland, which has been lumbered with massive debt following the multi-billion Euro bailout to save the Irish economy – dubbed the Celtic Tiger – from tumbling into the same financial pitfall as Greece and Portugal.

Southern Ireland is currently part of the Eurozone and its land border with the North means it is the only EU state with such a physical link to the UK. The Northern Ireland peace process has become a global example of the art of the political impossible. In financial terms, what was unthinkable a decade ago is now creeping slowly onto the political agenda – a re-introduction of the Irish pound, and closer ties with the UK, possibly even the negotiation of a new Anglo-Irish Treaty.

Ireland's role is crucial to the TAA's development. The UK and North America have retained their respective currencies. What the TAA urgently requires is for a significant member of the Eurozone to defect. Given that growing economic crisis in the Republic, if the Dail could be persuaded to leave the Eurozone and re-introduce their former currency, then the financial floodgates could open.

The growing political warmth between the UK and the Dail, and especially the success

of the British-Irish and Northern cross-border bodies make the Republic a prime target for such a defection.

There have also been suggestions British TAA sympathisers also see the Hungarians as other potential 'prime members'. In this case, Hungary would be persuaded to keep its Forint rather than join the Eurozone.

If the TAA could claim the financial scalps of Ireland and Hungary, it would provide the British and Americans with the political muscle they need to back the influential French and German governments into a corner.

Politically, the TAA would not be seeking the disbanding of the EU. But the TAA would have the long-term aim of seeing the present EU return to the original European Economic Community (EEC), which was a more loose alliance of European nations – but each retaining their individual currencies. Political primacy would also be held by these nations' respective sovereign parliaments – not the European Parliament.

However, conspiracy theorists detect the hand of the increasingly influential Commonwealth Parliamentary Association (CPA) somewhere in the TAA arrangements. The CPA represents some 50 plus national and regional parliaments, based mainly on the former British Empire member states.

Privately at least, the CPA is vehemently opposed to the Eurozone, and could make a natural home for any disgruntled EU member state seeking both political and financial independence. Another key factor will be the outcome of the independence referendum in Scotland.

Scotland's First Minister Alex Salmond of the Scottish National Party has also succeeded in getting a Nationalist majority government installed in the Scottish Parliament. However, the key question is, would an independent Scotland join the Eurozone if it remained within the EU, or would it keep sterling as its national currency?

Even if the SNP did not win the referendum for full independence, a narrow defeat would be sufficient to give Nationalists the upper hand in demanding more powers for the Scottish Parliament.

A more politically and financially independent Scottish Parliament remaining

in the UK would also have similar knock-on effects with the Northern Ireland and Welsh assemblies legitimately demanding similar increased devolved powers.

Likewise, while an independent Scotland would signal the break-up of the UK, it would not necessarily mean political unity in Ireland. Given the collapse of the Southern Irish economy, for the Republic to take on the tremendous cash burden of an additional 1.7 million Northern citizens would be a financial impossibility. Even sharing the costs with Britain would be a scenario placing the South beyond the pale of any economic recovery.

Retaining their national currency and sovereign parliament, yet being a part of a global coalition could make the TAA an attractive prospect for any emerging Eastern European nations. Indeed, the EU could find itself in direct competition with the TAA.

A key factor will be the Russians who clearly want more integration with Western Europe. Rather than a Cold War, the former Soviet Communist bloc ringleader is embarking on a Charm Offensive, forging relationships which half a century ago would have sent the North Atlantic Treaty Organisation into political convulsions.

If Russian kingpin Vladimir Putin could be persuaded to join Team TAA rather than push the former Soviet republics into the EU, it would transform the global power structure not just in Europe, but right across the entire Northern hemisphere.

A crucial factor in allowing Russia to join the TAA would be the reaction of the Far Eastern nations and key financial players, especially China, Japan and India. Indeed, given the current ripples of instability in Russia and in many of its former satellite states, how might Putin's 'empire' react to China and Japan joining the TAA instead?

In 1914, all it took was a few shots in Sarajevo and the world was engulfed in a global conflict which cost millions of lives. Could the centenary of the start of that Great War be commemorated in 2014 with the political opening shots being fired which could see European maps, borders and power blocks being redrawn once again? In 1914, it was the Serbian Black Hand; in 2014 it could well be the hand of the TAA.



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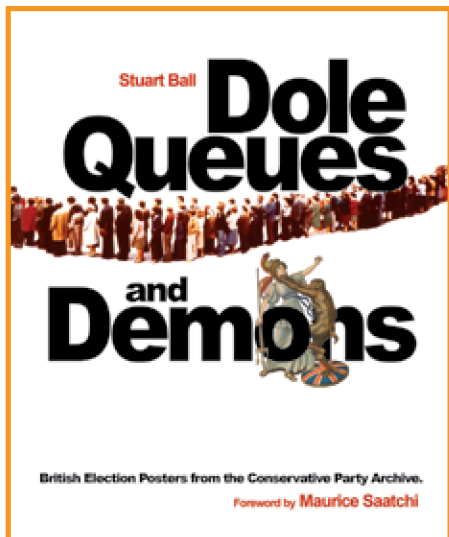
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Dole Queues and Demons: British Election

By Simon Gillon, Managing Editor, Government Gazette



The centrality of communication to politics in the UK reached both its zenith and its nadir in the decade or so from the mid 1990s to the mid 2000s under the Labour administration of Tony Blair. As a result, today, politicians in Britain find it even harder to communicate their messages to a savvy and sceptical public audience. The more polished the political performance, the clearer the message, the more likely it is to be rejected by the public as false or cynical.

So it was with great interest that I started to read this lovely book published by the Bodleian Library towards the end of last year, on the subject of Conservative party election posters going back 100 years. The length of the perspective which the book is able to provide, covering a whole century, even though it is from only one country and only one party, makes it very insightful for anyone with an interest in this medium, whether in Europe or beyond.

And precisely because the theme of the book is so focused, it is able to provide a depth which a broader sweep of political posters from different countries or parties would have lacked.

The speech and the sound-bite which we hear today have always been the core of political communication, and they have been accompanied visually by the image in posters, from long before television TV and the internet. Indeed, this particular form of political communication, combining a short, pithy message with visual effect, is still of great importance today everywhere in the world. Poster campaigns still form the backdrop to

elections throughout the world in this age of multiple modern media. Walk out of the bonanza of lights, music, adulatory colleagues, banal speeches and wild audience applause, and into the night air, and you'll come face to face with a large and very attractive version of the politician who you just heard speaking to the party faithful.

The art of political communication seems to be at its most effective when it is making explicit what was previously a shared but unarticulated point of view. Sometimes blunt, sometimes subtle, sometimes capturing the essence of a problem, but always, it seems, at its most potent when tapping into the psyche just below the surface, expressing half-formed ideas succinctly and giving substance to common attitudes. It is very hard to change behaviour and attitudes, but it is possible persuasively to mould them and manoeuvre them to one's political advantage. And the way to do this most effectively, indeed the only way to do it to any noticeable effect, is with right image and the right phrase at the right time. Sound bites alone drift into the ether and are soon forgotten. The image fixes them in the memory.

Maurice Saatchi's words on the back cover and at the beginning of the foreword encapsulate this primary characteristic of the rich visual, socio-political and historical display of posters which follows: "Posters are to politics what poetry is to literature. The only possible words in the only possible order."

After the useful preface, foreword and introduction, the book moves into its first two years, 1909-10. Among the references to beer and tobacco and the other important things in life, there are two colourful and visually interesting posters featuring references to the Welsh and the Chinese in terms expressing attitudes which were clearly widely held at the time, essentially blaming them for specific national problems.

With masterful understatement, the comment from the author is that "the poster uses contemporary racial stereotypes, which would not be considered acceptable today..." The Welsh may not yet be having the last laugh, but as European heads of state go to seek Chinese solutions to the Eurozone crisis, the Chinese almost certainly are (Zhou Enlai notwithstanding, in that it may be too early to say whether it is appropriate to use the word last).

One of the central themes of the current coalition government, which has been in office in the UK since mid 2010, has been that the

previous Labour administration spent too much money. It has been helped in this in no small measure by a note left on the desk of the former Labour Chief Secretary to the Treasury to his successor, "There's no money left". It is rather alarming, therefore, on page 49 of the book, to find a poster referring to the spending levels of the previous Labour government as a cause of the financial crisis of August 1931. "Plus ça change..." as Conservative backbenchers are occasionally heard to say. It is somewhat demoralising though, to realise that the terms of the argument and the positions of both the main parties here haven't actually changed in over 80 years.

In the poster, a red-headed twenty year old with a demented grin, a brown worker's suit and a clown-sized huge, red bow-tie with the word "Socialism" written on it throws money into the air where it is blown all around him. The sacks at his feet from which he is grabbing his fistfuls of loot have the words Savings, British Credit, Workers Insurance Funds, Rates and Taxes, and National Security on them. The message is blunt and clear.

Similarly, a poster from 1951 shows a large pair of sheers cutting through a sheet of material with the words "Cut out government waste – vote Conservative" written on it. The editorial comment points out that, "The 1945-51 Labour government's nationalisation programme had greatly extended the role of the state, and examples of wasteful spending were highlighted and attacked by the Conservative opposition." The focus of the current political debate about the UK economy was set out in quite precise terms in the 1950s. Perhaps not so much a case of Groundhog Day as of Huit Clos.

One of the most iconic and successful images from political advertising in the UK is the "Labour isn't Working" poster from 1978, produced by Saatchi and Saatchi for Margaret Thatcher. Beneath the words, a long dole queue coils round and stretches into the distance (hence the title of the book). The message was simple. It tapped into a public sentiment, capturing the essence of the economic and social problems of the time, and it offered a suggested way out of unemployment and economic decline "Britain's better off with the Conservatives."

I have always believed that historians would see John Major as a Prime Minister who stood head and shoulders above both his predecessor and his successor, although the poster on page 158, with a smiling Premier on a blue background and the words "You can only be

Posters from the Conservative Party Archive

sure with the Conservatives" from 1992, is about as bland as it gets.

His administration was beset with problems over Europe from within his party. By the time the well known poster from 1999 "In Europe, not run by Europe", appeared, it seemed as if the Eurosceptic pre-occupation of many in the party, had become enshrined in its own logo. And what better place for it? Although entrenching views held by many in the party, it did also have an appeal beyond the core, as it is effective both as a sound bite and a proposition of substance in practical terms: A very reasonable-sounding stance, appealing to the faithful, yet persuasive, and also quintessentially pithy – the essence of Saatchi's definition.

A more blunt and less persuasive instance of preaching to the converted, which is a perfectly legitimate part of the purpose of advertising of this sort, comes from the 1992 poster "You can't trust Labour", with an L plate from a learner driver as the first letter of the word "Labour" suggesting Labour inexperience after years in opposition. As an advert, it may have shored up the believers, and that may well have been its prime purpose, but you either agreed or disagreed with it. There was little persuasive in its premise. "Let the lighthouse of Conservatism save SS Britain from the rocks of Socialism", from 1929 is in a similar vein, although rather more visually attractive (deliberately so in both instances, of course).



While many European nations are used to coalition governments, the UK has not had one for over 50 years, so it is interesting to see the posters from the period of National Government in the 1930s. It would be a great political spectator sport to see what the reaction would be today if the "England Expects" poster from 1931 were to be unveiled and recycled: "England expects that every voter this day will do his duty – Support the National Government."

The notion of duty in turning out to vote, of the concept of duty in general, and of stretching the idea of duty to imply supporting the government of the day in a time of crisis seem more alien than quaint in today's world. As the author points out, for the audience at the time, the implications of the background picture on this poster, showing Nelson's Column, with the Lions in Trafalgar Square, would not be lost on anyone.

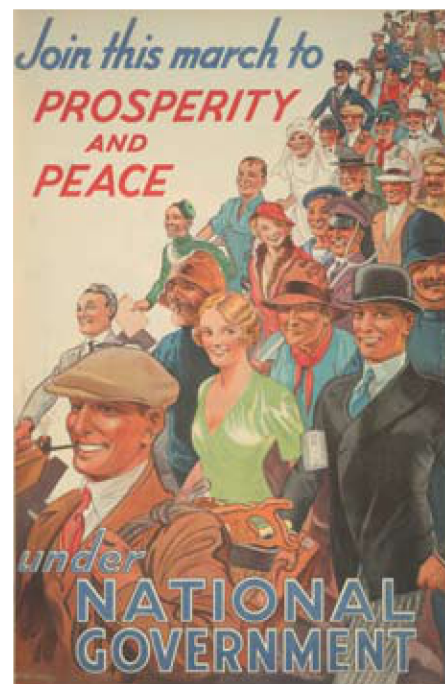
By 1935 the stated reason to vote for the National Government is that "They put the nation first", a laudable reason if ever there was one to vote for a party, though we may be tempted to ask, how could anyone or any party in politics ever conceive of doing anything other than putting the national above factional or personal interest?

In another poster from the same year, the slogan, above three football players passing the ball to each other is "It's team work that counts – support National Government". In that one, we can find echoes which still ring true today. With our coalition holding together in the 2010s in very testing times, there really is an appropriateness to the image and the text which cuts across the decades.

So while the visual styles change – it's very easy to date every poster in the book to its decade correctly – the issues remain stubbornly similar over a century. Rather more alarmingly, what the same parties seem to be doing to address the same issues seems to remain stubbornly similar.

Indeed, it's difficult not to have a certain world-weariness in one's reaction when looking at a visually very attractive poster of a light brown sheet of parchment, with a red wax seal hanging from the lower right-hand corner on a blue ribbon, with a fist firmly touching the parchment as a sign of steadfast resolution, again from 1935. The text reads "Our word is our bond – covenant of the League of Nations – for world peace – vote National".

As a snapshot of social and political history, the book is fascinating. As a book, Dole Queues



and Demons is a delight to have and would make an ideal present for anyone studying political communication anywhere in the world. The concept is not unique - I have seen similar publications recently on Soviet propaganda art, travel posters, and general art deco posters, but the Bodleian has done itself proud in presenting this fascinating collection of posters covering a century of this artistic form of political communication.

The design is very simple and clean. The posters stand out in great quality reproduction, with a short explanatory note next to each one, and an interesting, short, written introduction to each decade to set the context of what follows. And as art, some of the posters really stand out. "Safeguarding is the Open Sesame" on page 35, from 1929, and "Join the March to Prosperity and Peace" on page 55, from 1935, are charming pictures in their own right.

Fascinating, insightful, well-made and definitely worth a look.

Stuart Ball
Dole Queues and Demons
British Election Posters from the
Conservative Party Archive

Foreword by Maurice Saatchi

Publisher: Bodleian Library

RRP: £19.99

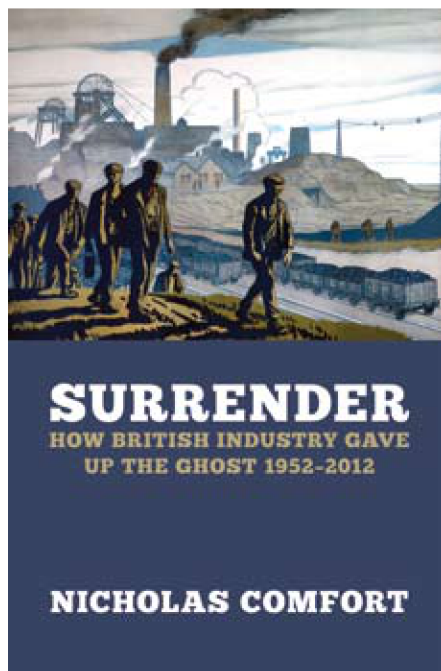
ISBN 978 1 85124 353 2

Extent: 160 pp

Pictures: 196 colour illustrations

How British Industry gave up the Ghost

By Nicholas Comfort, Author



Within hours of the young Princess Elizabeth succeeding to the throne in 1952, the papers were talking of a new Elizabethan age of achievement, progress and plenty after the rigours of war and austerity. And nowhere did Britain's future seem more promising than in manufacturing. The first – British – jet airliner was about to make its first commercial flight. Work was well advanced on the world's first nuclear power station, at what became Sellafield. Britain was well up with the United States in developing commercial computers, and our electronics industry was thriving, the Coronation stimulating demand for television sets. Britain's factories were working at full stretch – as were our shipyards, steel and chemical works. Half the workforce – over 12 million – was employed in manufacturing, and a quarter of the world's manufactured exports were shipped out from Britain.

Fast forward to the Diamond Jubilee, and what do we see? Britain now has barely the capacity to manufacture an airframe. Our nuclear power station programme depends largely for its technology on the French. Our last computer mainframe producer, ICL, is part of Fujitsu. Britain's last (Japanese-owned) television factory closed in 2009. What survives of our motor industry is

now in Japanese and German hands. Ford no longer makes cars in Britain, most of our truck and van plants have gone and our merchant shipyards have all but vanished. Industrial giants like GEC and ICI have disappeared, and British Leyland has come and gone. Barely two million Britons now work in manufacturing, and our share of the global export trade is down to 2.9%.

Some put a brave face on this by saying that our future lies in service industries, especially financial services. Others insist that Britain could never have competed with the low-wage economies of the Far East, so it makes sense to let them get on with it while we become an importing nation of consumers. Some see nothing strange in Slazenger's official Wimbledon tennis balls being made in the Philippines, Terry's Chocolate Orange in Poland and HP Sauce at a Euro-glop factory in Holland. But to many, the haemorrhage of Britain's manufacturing lifeblood over what were meant to be sixty glorious years has been a tragedy, even a betrayal.

Initially, the blame was placed on the refusal of inept management and bloody-minded unions to modernise, plus the loss of markets as countries of the Empire gained their independence and the freedom to buy where they chose. The quality of management has improved, industry has belatedly improved its quality and efficiency and the unions have belatedly realised that putting employers out of business does not advance the interests of their members. But the decline has continued, with new factors emerging.

The City's "Big Bang" of 1986 led to the realisation in the business community that almost anything has a cash value that can be realised. Since then manufacturing businesses have been increasingly seen not as steady producers of goods but as casino chips to be sold off to the highest bidder, preferably one based overseas. The shift to foreign ownership – and, critically of top management in multinationals like Ford and Vauxhall from Britain to the Continent – has created a situation in which strategically important plants in Britain are just one decision not to re-invest away from closure. Moreover, the success of government in securing inward investment has been offset

by the precipitate closures of brand new plants if the market slumps or production somewhere cheaper becomes a better option.

Government, indeed, has much to answer for. It was post-war governments who concentrated R&D funding on aircraft, to the exclusion of sectors like electronics where Japan and Germany invested heavily. It was Conservative governments who kept Britain at arm's length from the Common Market during its period of most rapid economic growth, then brought Britain in at a disadvantage. It was governments who separated civilian and military nuclear and computer development. It was governments who refused to devalue the pound in 1964 and forced up the exchange rate after 1979, with disastrous effects for industry and export. It was a government that forcibly merged the successful Leyland Motors with the basket-case British Motor Corporation. The same (Labour) government pulled Britain out of the Airbus consortium for ten crucial years, during which France captured the lead in European civil aircraft manufacture. It was governments that concentrated on saving BL's volume car operation and let its truck and bus business go to the wall. It was governments who failed to grasp that privatisation and deregulation of the bus and rail industries would have a disastrous effect on bus and train builders. And it was government that stood by as imprudent lending by bankers brought the global economy to its knees. The fault is not the politicians' alone, but they have plenty to answer for.

One almost feels the need to run this story backward to ensure a happy ending. But the facts of our industrial decline deserve an airing in all their starkness, and hopefully we may yet learn from them.

Nicholas Comfort
Surrender: How British Industry gave up the Ghost 1952-2012
Publisher: Biteback

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Extent: 344 pp



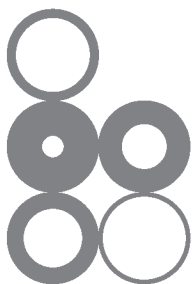
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Regions contribute to renewed economic growth in Europe



What is happening on the European scene just now is important for all regions of Europe. Decisions made by ministers in the various council formations often have far reaching consequences for regions and their citizens.

Even though the priorities of the Danish EU presidency have not yet been determined by the Danish Government it seems clear that a link between EU policies and renewed economic growth will be central.

When Denmark takes over the presidency of the European Union on January 1st 2012 we take over from Poland the negotiation of a number of very important legislative packages. Within the context of the next Multi-annual Financial Framework the future of major Union policies such as cohesion and research and innovation will be negotiated.

And the regions of Denmark are naturally supporting the objective that the future EU budget should be dedicated to achieving the ambitious goals outlined in the Europe 2020 strategy – EU's growth strategy for the coming decade. We also believe that multi-level governance will help achieve these goals.

From a regional point of view the priorities on the Multi-annual Financial Framework and Europe 2020 objectives are clear.

We fully support the objective of renewing the economic growth within the EU. And an important tool for enhancing the European competitiveness is the Cohesion Policy.

Cohesion Policy aims at ensuring economic, social and territorial cohesion across the EU. Its integrated approach has largely proven to be beneficial to most territories across Europe, taking into account the different parameters that support the development of a region. Even if it is difficult to assess its precise impact, the tremendous contribution that Cohesion Policy makes to regional development and territorial cohesion in Europe should not be underestimated.

In Denmark the structural funds play a crucial role in helping entrepreneurs build up businesses within areas as diverse as tourism, the food industry, health innovation and climate and energy. Regional business policy focuses on the sources of growth, such as entrepreneurship, education and competence as well as innovation and new technology. Several analyses indicate that especially these action areas are the drivers behind growth in the knowledge economy.

A reformed cohesion policy should be targeted growth and employment in the European regions. The effort will help to achieve the EU's Growth Strategy Europe 2020 across the EU. It is important that all regions contribute to the objectives. Therefore regional allocation of Structural Funds to all regions should be maintained.

Cooperation and knowledge transfer across borders will improve European added value and help create renewed economic growth. That is why the Interreg programs should be strengthened in order to facilitate the important cooperation between countries and regions.

Furthermore the EU's rural development program and fisheries program should - more than today - be used for growth and job creation in the remote areas and areas dependent on fisheries. We need business development which is not only targeted agriculture but also ensures the necessary economic development in the periphery.

Another area of regional priority is the new framework for EU research and innovation funding, EU Horizon 2020 which should be strengthened and designed to further support the overall EU-priorities for growth and innovation.

A focused prioritizing of the Multi-annual Financial Framework will help improve the global competitiveness of the EU. And the regions are ready to contribute. By working together Europe can achieve the ambitious goals outlined in the Europe 2020 strategy to the benefit of all EU citizens.



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